



Time to Rebrand! Revitalize! and Relaunch! Your Career



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How has the past year been?

A man in a light blue shirt is sitting at a wooden desk, looking stressed. He has his right hand on his forehead and is holding a pair of glasses in his left hand. On the desk in front of him is a laptop, some papers, and a crumpled piece of paper. The background is a plain wall.

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EMPLOYEES



MANAGERS



YOU?

HR's JOB

A woman with long blonde hair and bangs, wearing glasses and a grey sweater, is looking down with a stressed expression. Her hands are pressed against her temples. A dotted line graphic connects her face to the list of jobs on the right.

- Babysitter
- Attendance Coordinator
- Medical Officer
- Records Analyst
- Communications Officer
- Custodian
- Travel Agent (WFH)
- Cheerleader
- Business Strategist
- Fortune Teller
- Magician
- Santa (mid-year pay hikes)
- Etc., Etc., Etc.

Let's Take a Quiz

For the following quiz...

1 = Not at all

2 = Rarely

3 = Sometimes

4 = Often

5 = Very Often or Always

1. I feel run down and drained of physical or emotional energy.
2. I have negative thoughts about my job.
3. I am harder and less sympathetic with people than perhaps they deserve.
4. I am easily irritated by small problems, or by my co-workers and team.
5. I feel misunderstood or unappreciated by my co-workers.
6. I feel that I have no one to talk to.
7. I feel that I am achieving less than I should.
8. I feel under an unpleasant level of pressure to succeed.

9. I feel that I am not getting what I want out of my job.
10. I feel that I am in the wrong organization or the wrong profession.
11. I am frustrated with parts of my job.
12. I feel that organizational politics or bureaucracy frustrate my ability to do a good job.
13. I feel that there is more work to do than I practically have the ability to do.
14. I feel that I do not have time to do many of the things that are important to doing a good quality job.
15. I find that I do not have time to plan as much as I would like to.

How Did You Score?

Score	Comment
15-18	No sign of burnout here.
19-32	Little sign of burnout here, unless some factors are particularly severe.
33-49	Be careful – you may be at risk of burnout, particularly if several scores are high.
50-59	You are at severe risk of burnout – do something about this urgently.
60-75	You are at very severe risk of burnout – do something about this urgently

Consider Your Options

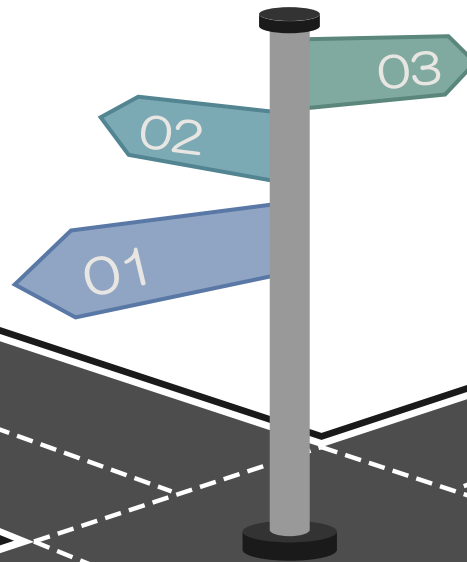
Stay & Repurpose



Rebrand & Relocate



Stay & Revitalize



Options

Rebrand/Reboot/Relocate

Time to pursue outside opportunities. Create a “New You” and redesign your life. Go get what you’ve always dreamed of.

Stay & Repurpose

Time for a shift – but stay with your current company. Transfer, promotion, job expansion. You need a change in scenery, direction, career.

Stay & Revitalize

Restructure your current plans and take a new look at how to do your current job.

Bold

- Creates shock & awe
- Complete shift & change
- “Start Over” / Clean slate
- Rebuild yourself & recreate

Daring

- Prevents stagnation
- Maintains company loyalty
- Provides ongoing growth
- Satisfies need for change

Common

- Maintains stability
- Creates growth opportunity
- Make the most of the current
- Turnaround option

Observations

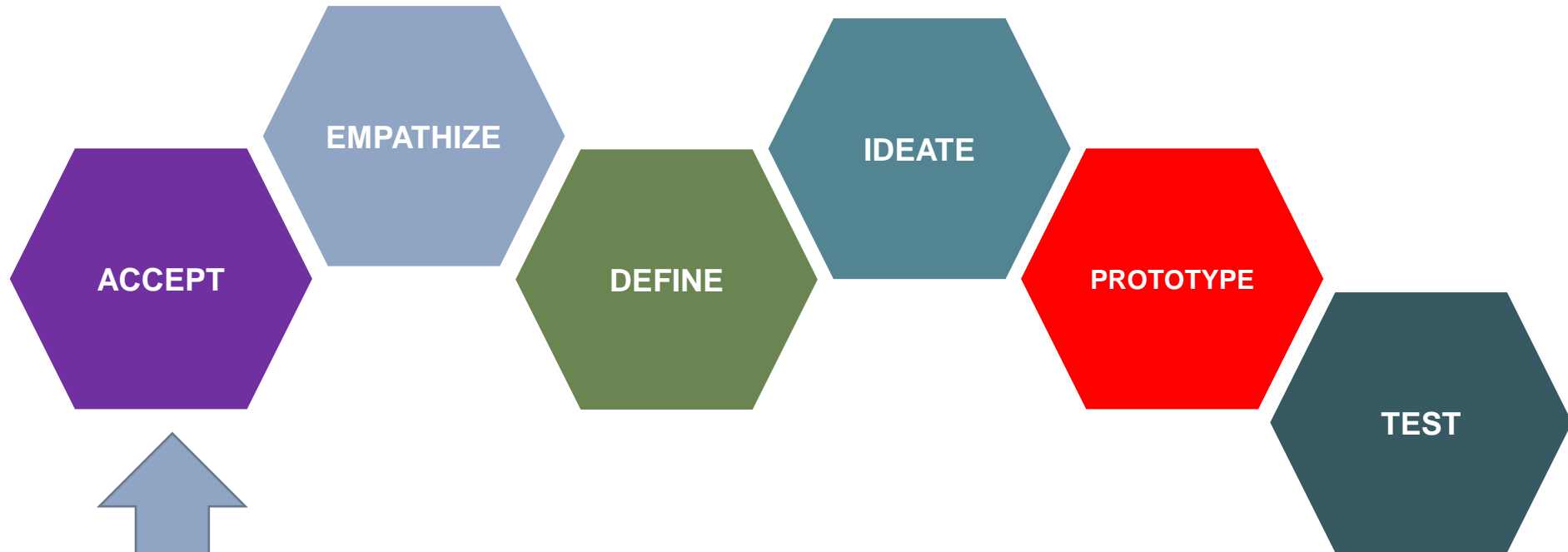
Most of you...

- Have one “favored” approach
- Have one approach you dread
- Are held back by something...



Think Like a Designer

Define • Ideate • Prototype • Test



Recognize where you
are at



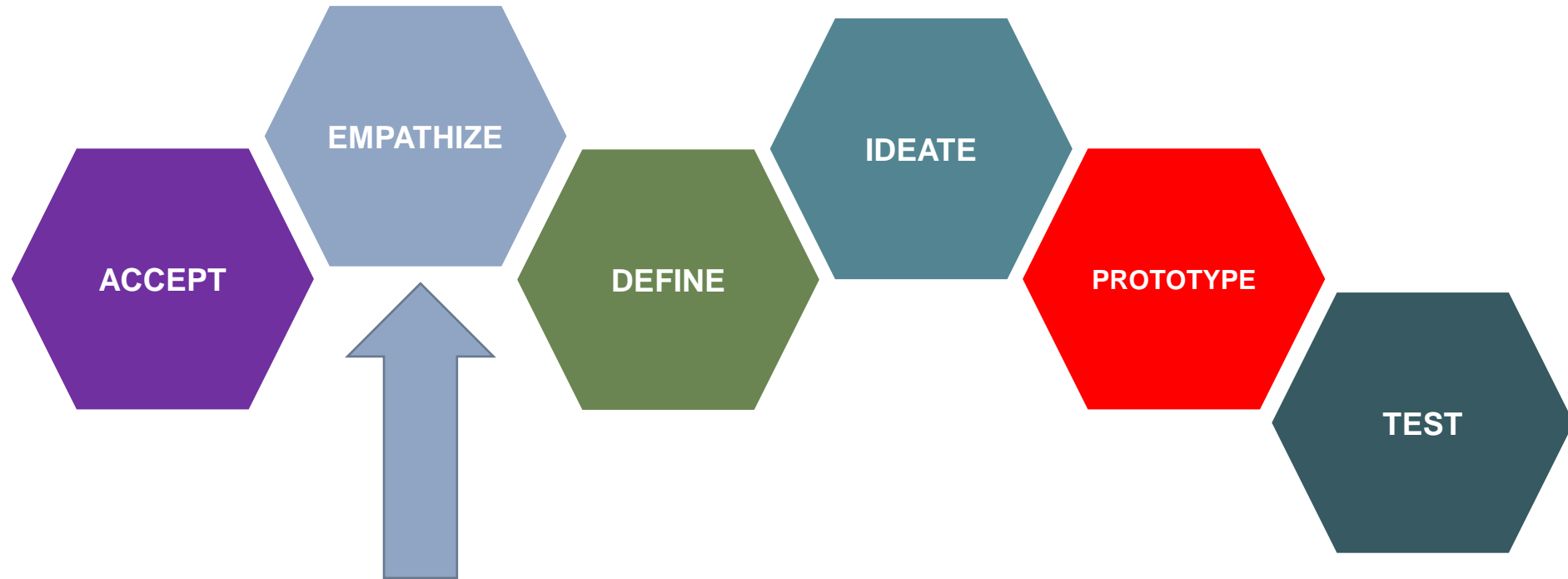
ACCEPT

Where Am I?

- Happy with status quo...stay the course
- Stay...revitalize with a new strategy
- Stay...but reboot, promote, transfer, etc.
- Rebrand, explore, and/or relaunch...

Think Like a Designer

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Understand that your
past does not define
your future...you can
go wherever you want



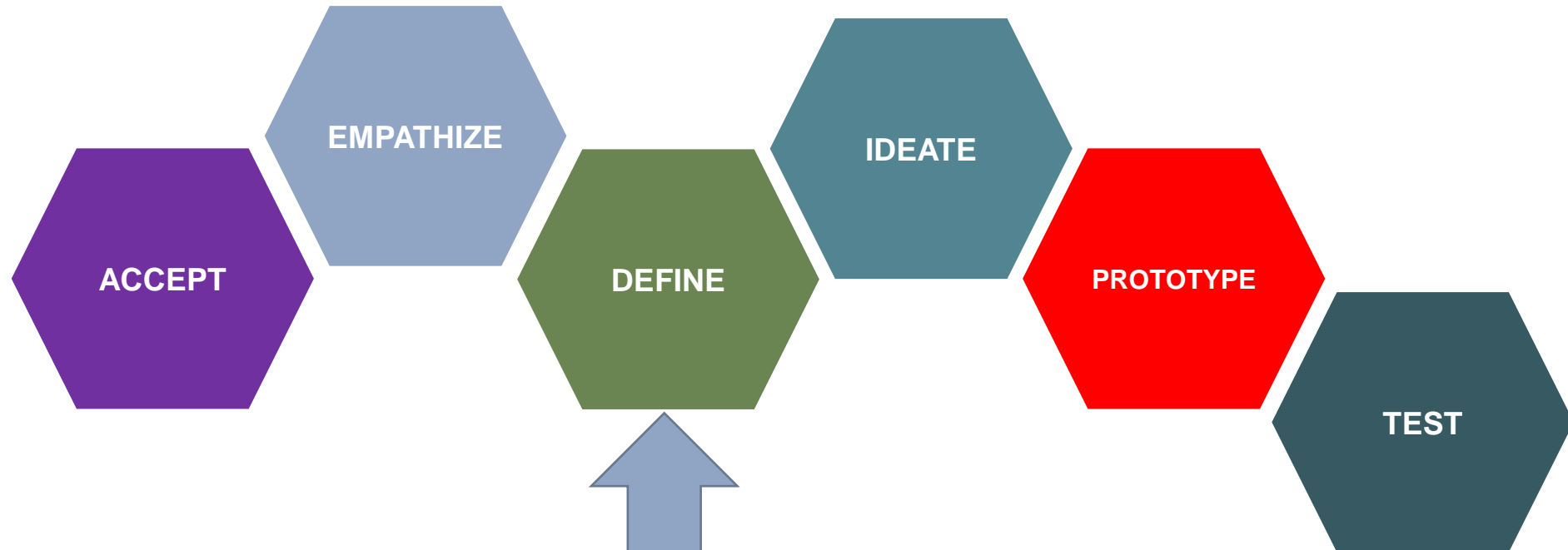
EMPATHIZE

Why Am I Here?

- What am I feeling?
- Why does this solution “fit”?
- How will this solution help me achieve my goals and be my “best self”?

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Identified your options
to explore different
realities

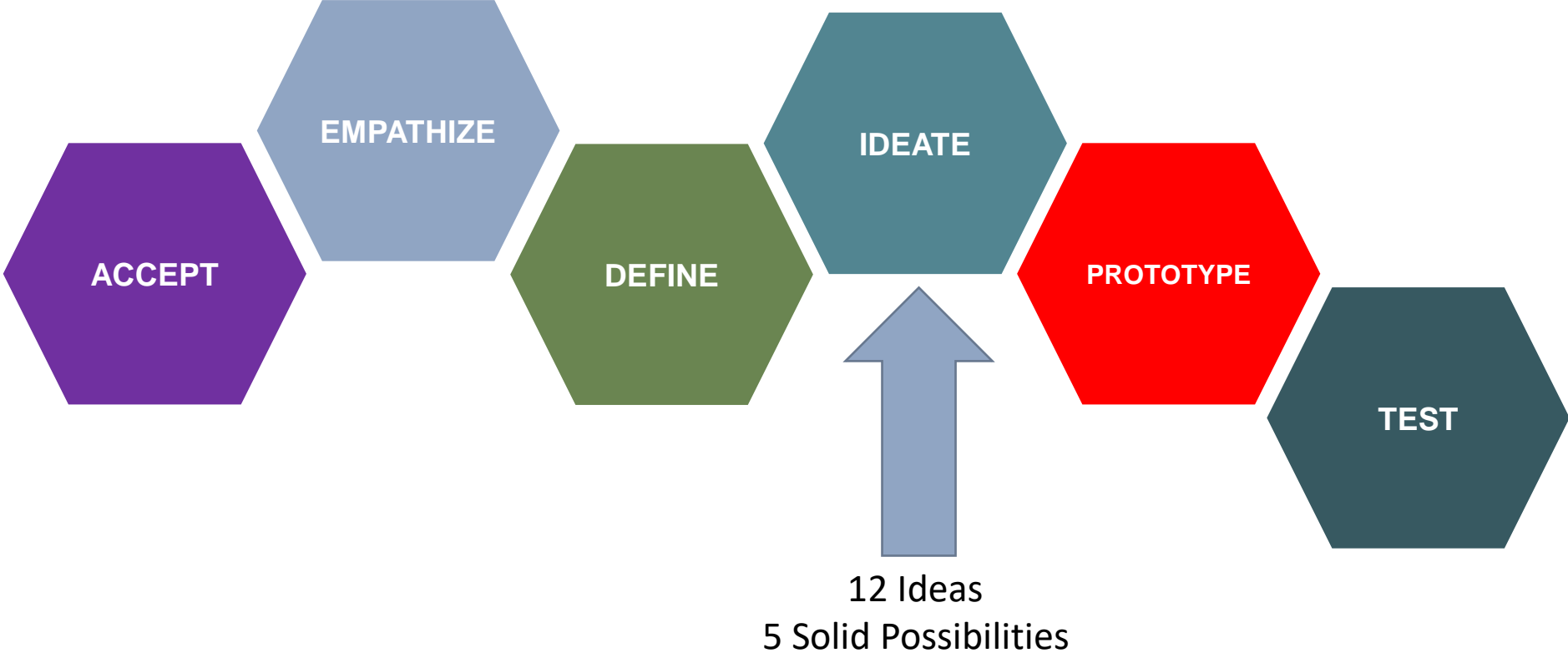


DEFINE

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4
Stay – Status Quo	Stay – Revitalize	Stay – Reboot	Rebrand – Relaunch
<i>Stay the course, maintain current trajectory</i>	<i>Keep my job, but create new strategy, plans, and approach.</i>	<i>Stay with company, but find new position, career, track.</i>	<i>Time to rebrand and find something new...</i>
WHAT DOES THIS LOOK LIKE?	WHAT DOES THIS LOOK LIKE?	WHAT DOES THIS LOOK LIKE?	WHAT DOES THIS LOOK LIKE?

Think Like a Designer

Define • Ideate • Prototype • Test



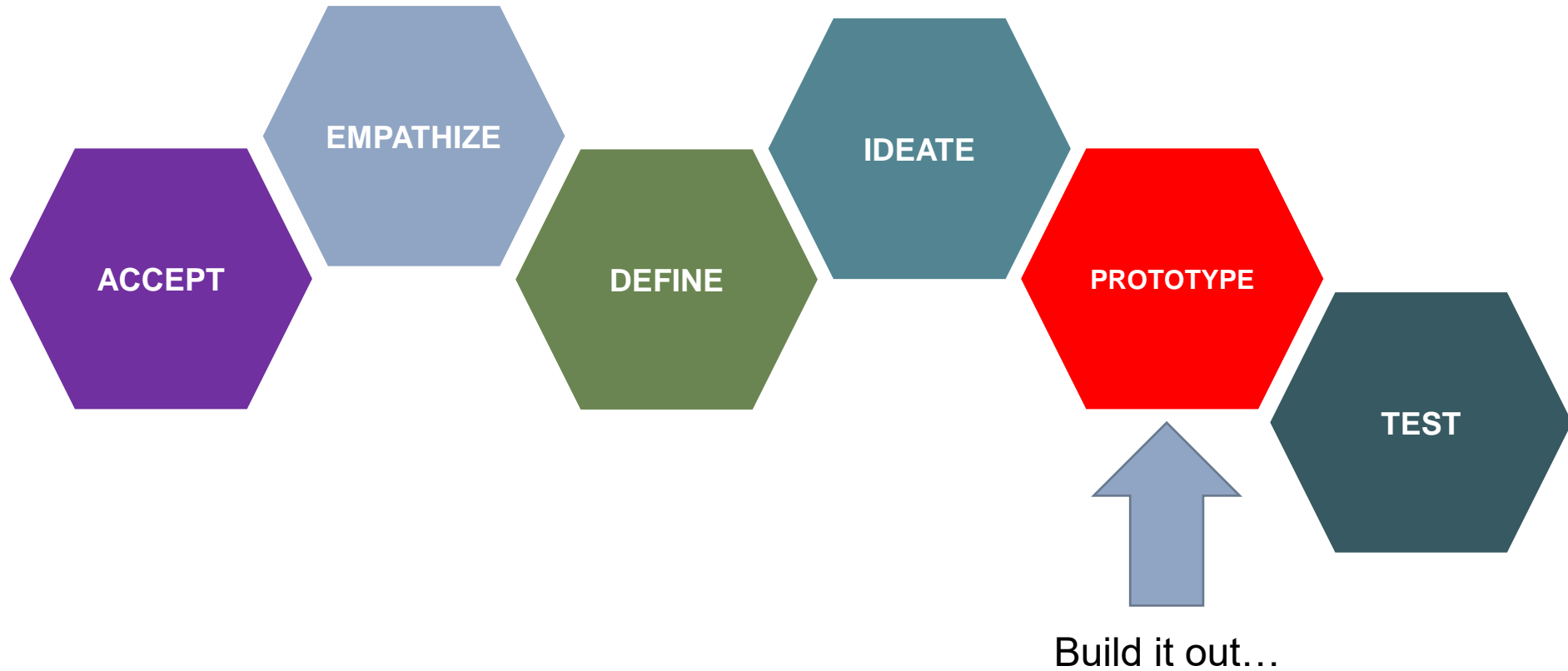
IDEATE

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4
Stay – Status Quo	Stay – Revitalize	Stay – Reboot	Rebrand – Relaunch
<i>Stay the course, maintain current trajectory</i>	<i>Keep my job, but create new strategy, plans, and approach.</i>	<i>Stay with company, but find new position, career, track.</i>	<i>Time to rebrand and find something new...</i>
WHAT DOES THIS LOOK LIKE?	WHAT DOES THIS LOOK LIKE?	WHAT DOES THIS LOOK LIKE?	WHAT DOES THIS LOOK LIKE?
<i>How do you make this work?</i>	<i>How do you make this work?</i>	<i>How do you make this work?</i>	<i>How do you make this work?</i>
<ul style="list-style-type: none"> Idea 1 Idea 2 Idea 3 	<ul style="list-style-type: none"> Idea 1 Idea 2 Idea 3 	<ul style="list-style-type: none"> Idea 1 Idea 2 Idea 3 	<ul style="list-style-type: none"> Idea 1 Idea 2 Idea 3

5 Ideas that can help you develop your strategy

Think Like a Designer

Define • Ideate • Prototype • Test



5 Ideas that can help you develop your strategy

PROTOTYPE

What Is My Desired Path?

(choose one)

- Stay – status quo
- Stay – revitalize
- Stay – transition
- Rebrand - relaunch

Outcomes...

- 3-5 Year Desired Outcome
- 1-Year Plan
- 90-Day Plan

Long Term... (3-5 Years)

- Position? Level?
- Career Track?
- Lifestyle?
- Other Metric?
- Where do you want to be?

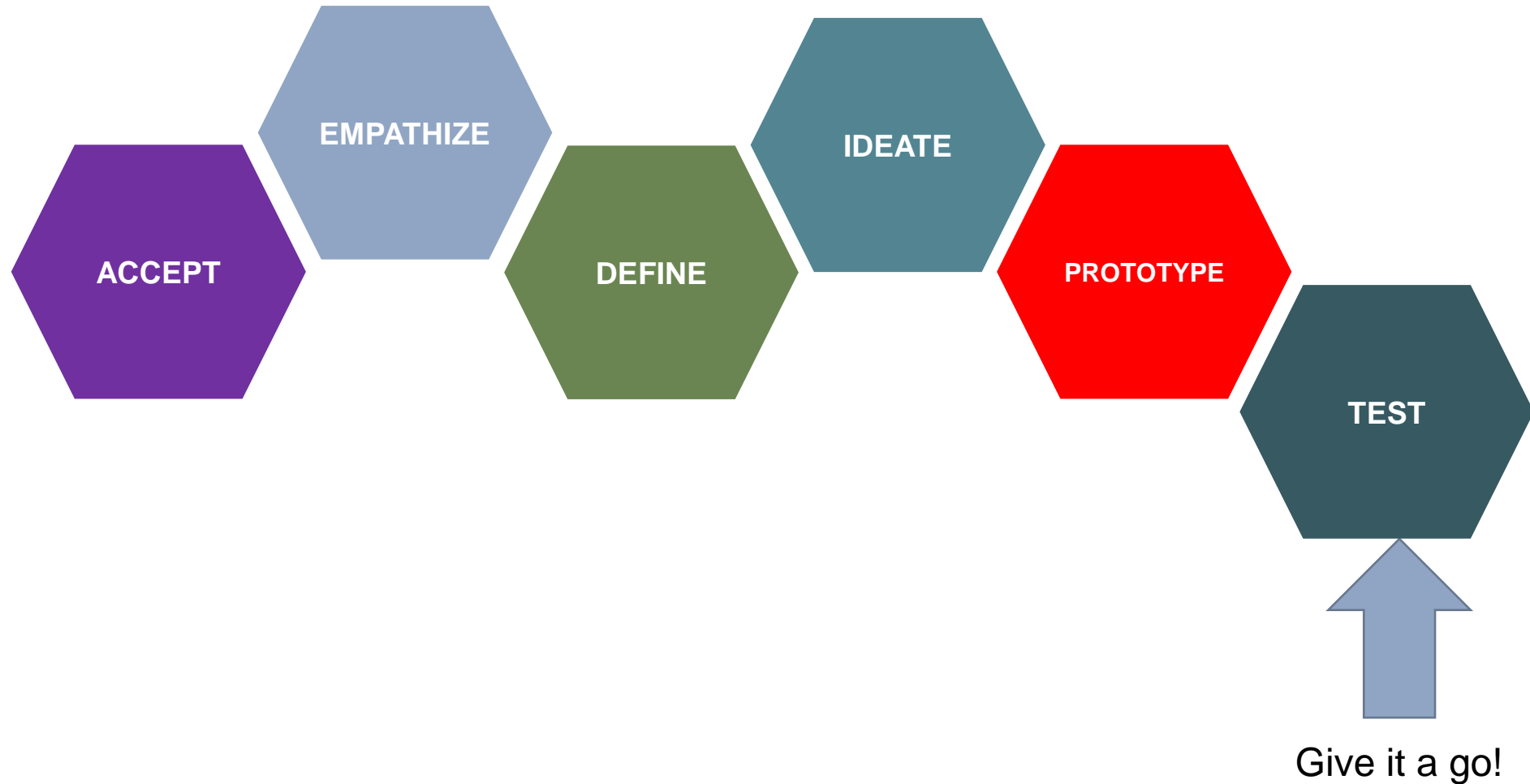
Short Term... (1 Year)

- What should be different?
- What kind of change?
- What are you *willing* to change to make it happen?

90-Day Plan

Think Like a Designer

Define • Ideate • Prototype • Test





TEST

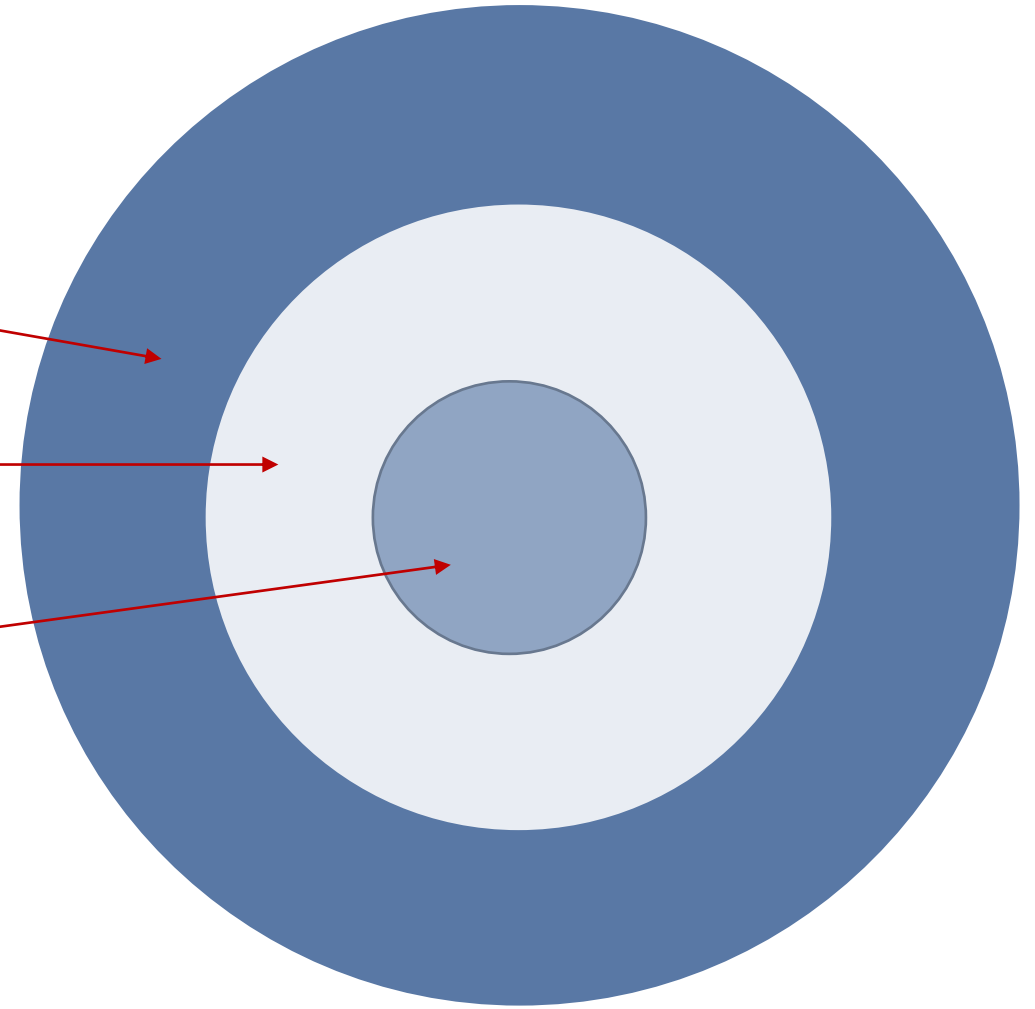
What Must I Do After NHRMA?

- Day 1
- Week 1
- Month 1

Get Others' Help

3 Levels of Support

- Supporters
- Players
- Intimates



REBRANDING

DESIGN
MARKETING
COMMERCIAL
CONSUMER
MARKETING
NEW
ADVERTISING
IDENTIFY
CUSTOMERS
EMPLOYEES
EFFECTIVE
LOGO
NAME
BUSINESS
MARKETING
BRAND
FIRM
NEW
DESIGN
PROTECT
CONSUMER
COMPETITORS
STRATEGY
VALUE
STRATEGY
EMPLOYEES
COMPETITORS
CONVERTING
CORPORATE



1975-2006



1976-2006



1995-2011



2006-now



1940



1950



2003

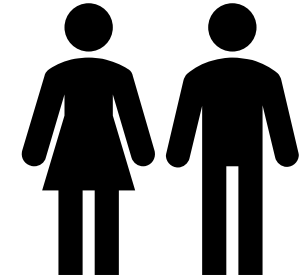


TODAY

To Get from Here to There

Personal Rebranding

- How do you want them to see or perceive you?
- Why you?
- Unique Selling Proposition?
- ***When you leave the room...***



**DESIRED
STATE**

5-Steps to Personal Rebrand



Set Your Direction



Build On Differences



Create Your Narrative



Reintroduce Yourself



Define Your Value Proposition

- What do you add to others to help them improve efficiency, effectiveness, or timeliness to enhance their success?

Rebranding: Destination

What is your desired outcome?

- Direction: Advancing vs. Lateral
 - Revitalize
 - Repurpose
 - Rebrand
- Same vs. Different Market
- Reskilling: Need to Grow



Rebranding: Leveraging Differences

Building Upon Your Differences

- What will they remember?
- What is your experience that helps you to fit into a **distinct** niche?
- What makes you **stand out**?



Rebranding: Narrative

What is your story?

- Not a new persona, but a shift in emphasis
- The change is about the *value* of the shift
- Make the shift *consistent* with your past



Rebranding: Reintroduction

With Your New Brand...

- ***Drink your own Kool-Aid***
- Reintroduce yourself to your network
- Be strategic – most aren't paying attention



Rebranding: Prove Your Worth

What is Your Value Proposition?

- Give your value – then get it
- Focus on solving their problem
- Share your content, deliver, lead – let them “test drive” you first



Which Leads Us To...

The Authentic YOU

***Leadership
emerges from
your life story***



Authentic Leadership

***What does it
mean to be
“authentic”?***



Authentic Leadership

*The story of your
life \neq your life*



Authentic Leadership

Narrative
Over
Facts



Authentic Leadership

***Most Important
Capability of a
Leader?***

Self-Awareness



Authentic Leadership

***Greatest
Hurdle of a
Leader?***
Denial



Authentic Leadership

***Moral of
the Story?***



Let's Connect

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