



STRATEGIC CAREER PLANNING

A 10-Step Guide to Realizing Your Potential

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Your future begins
TODAY

Question

DO YOU BELIEVE THAT
YOU HAVE A GREATER
PURPOSE?

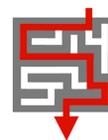
The Strategic Career Planning: A 10-Step Guide to Realizing Your Potential training series provides you with the tools you need to realize unrivaled success in your professional, educational and personal pursuits.

In this program you are guided through a ten-step model using insightful, and often humorous, examples from the facilitators' personal journeys with the goal of helping you not only imagine (or re-imagine) your future prospects, but gain the perspective, insight and experience necessary to accomplish your goals in an organized, thoughtful and strategic manner.

This course provides personalized guidance and insight concentrating on three key areas:

- Vision, Mission & Values
- Goals & Planning
- Maximizing Mentoring Relationships

You will emerge with a better understanding of yourself, knowledgeable about the steps required to successfully develop, plan and achieve your goals, and equipped to capitalize on opportunities in our ever changing economy.





The 10-Step Model

- 1. Assessment - Know where you are starting--and never forget it
- 2. Motivation - Find your motivation
- 3. Perspective - It's all about the angles
- 4. Niche - Find a niche
- 5. Consultant - Consult a trusted friend
- 6. Post Plan - Write it out and post it prominently
- 7. Mentors - Find a mentor at every level
- 8. Celebrate - Celebrate the milestones
- 9. Re-evaluate - Constantly re-evaluate your plan
- 10. New Goals - Recognize when you have achieved your goals--and set new ones

Your Time Has
COME



“Strategic Career Planning is a guiding light for lost souls in the professional world.”
| Megan B., SCP Graduate

Vision, Mission & Values | A Personal Exploration of What Drives You

This interactive discussion begins with you assessing your current position using a tool called a SWOT Analysis. This acronym stands for Strengths, Weaknesses, Opportunities & Threats.

You will be guided through the process of creating your own personal Vision, Mission & Values (VMV) statements to help guide your professional, educational and personal decision making.

This session also helps you turn those VMV statements into effective elevator speeches and personal narratives to maximize impact in conversation, networking and interviews.



| WHAT'S DRIVING YOU?

Goals & Planning | Mapping Yourself from Here to There

In this section, you will explore those goals that must be met in order to achieve professional, educational and personal success in a thoughtful and strategic manner.

By mapping the twists and turns necessary to reach those goals (steps), and identifying individuals who will help you along the journey, you will be able to find the most direct route to your destination.

You will emerge with a detailed map that will take you from where you are to where you want to be (achieving your vision).

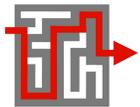


WHERE ARE YOU GOING? |



“The starting point of all achievement is desire. Keep this constantly in mind. Weak desires bring weak results, just as a small fire makes a small amount of heat.”

— Napoleon Hill, author



| WHO'S HELPING YOU
NAVIGATE?

In the Driver's Seat | Effective Strategies for Maximizing the Mentoring Relationship

This capstone discussion addresses the importance of the mentoring relationship in your professional, educational and personal development.

It gives you helpful insight into five successful strategies for maximizing the mentoring relationship and stresses the importance of you (the protégé) setting the pace for mentor/protégé interactions.

That is, it lets you in on the secret that protégés are in the driver's seat and can take the mentoring relationship—and your career—anywhere you want it to go.

Your Facilitator | Aaron J. Byzak, MBA, FACHE

Aaron Byzak joined Tri-City Medical Center as the Chief External Affairs Officer in May 2018. In this role, Byzak is responsible for the healthcare district's marketing, communications, government affairs, and community engagement activities.

For more than two decades, Byzak has served in positions of progressive leadership in Emergency Medical Services, health policy, health care management, and consulting. He has received numerous best practice awards and national recognitions for his leadership and work in health care, public health, advocacy, and communications including four Emmy Awards. Byzak was recognized by the Health Care Communicators of San Diego County with the Communicator of the Year Award in 2017.

Byzak is also founder and chief advocate of Hazel's Army, an advocacy and education group that in 2014 helped pass the most comprehensive assisted living reform agenda in California's history. Founded as a senior advocacy group, Hazel's Army recently expanded its mission to include other vulnerable populations.

He earned his Master of Business Administration in Health Care Management and policy from UC Irvine's Merage School of Business and a Bachelor's degree in Social Science from Chapman University. Additionally, Byzak earned certificates in leadership from Cornell University and UCLA's Anderson School of Management. He is Board Certified in Health Care Management as a Fellow of the American College of Healthcare Executives (FACHE).

Byzak resides in Vista with his family.