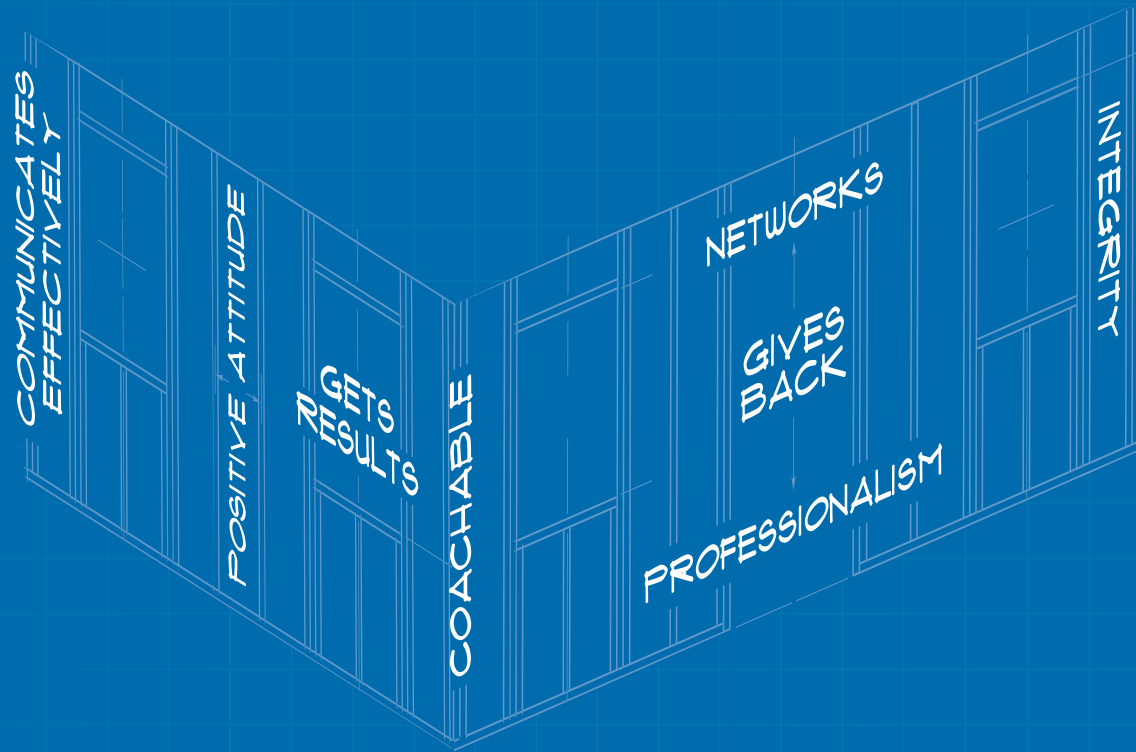


CAREER BLUEPRINT

Exterior





Career Exterior Blueprint

Attributes 18 thru 25

TRAIT	STAR vs. DOPE	KEY POINTS
18. COMMUNICATES EFFECTIVELY	The DOPE... Expects others to understand what he communicates. The STAR... Takes ownership of her communication. She ensures others understand what she communicates by adapting to her audience and following up.	Do LEGWORK (Listen, Evidence, Goals, "We", Ownership, Reverse Technology, Know your Audience).
19. POSITIVE ATTITUDE	The DOPE... Gets caught up in the emotion or frustration of a bad situation, and lets his negativity show. The STAR... Understands that her attitude affects her quality of work and the way other people view her. She keeps an open mind, looking for new options and positives in the face of adversity.	An "I can handle anything" attitude creates positive mindset for self & others; this affects your personal brand.
20. NETWORKING	The DOPE... Expects others to help him succeed and rise to the top without helping them first. The STAR... Sees that people will be inspired to help her if she finds a way to help them first, without expecting anything in return.	It's "Who knows you." Focus on helping others. Be both professional & personal. Make them feel important, follow-up, connect people you know, don't judge others prematurely.
21. PROFESSIONALISM	The DOPE... Believes there is no crossover between work life and social life. The STAR... Understands that people are always watching and that even one slip-up can damage a painstakingly built reputation.	Work or outside of work actions can have the same consequences. The "Boss Test." You are a reflection of your company. Remember to mind your social network presence.
22. INTEGRITY	The DOPE... Will compromise rules and beliefs to succeed. He starts small and then allows the line between right and wrong to become blurry. The STAR... Gives up an easy win to maintain her integrity. She has clear guiding principles and fights for what she thinks is right.	Set your principles. The truth comes out. Reputations can be fragile.
23. COACHABILITY	The DOPE... Doesn't find value in constructive feedback and allows his ego to prevent himself from improving. The STAR... Knows that a mentor can appear from anywhere. She listens and adapts according to good advice.	Coaches come from everyone. Be open to feedback and adapt. Actively listen, thank your coaches.
24. GIVING BACK	The DOPE... Waits until he is well on his way to accomplishing his goals before helping others. The STAR... Puts the goal of giving above the opportunity to be in the limelight. She understands that giving back helps not only those she is serving but herself as well.	Giving back helps you learn (through teach and supporting others) and creates variety. There are many ways to give back.
25. GETTING RESULTS	The DOPE... Thinks that doing his job will lead to bonuses, raises, and promotions. The STAR... Understands that consistently delivering results, no matter the job or the challenges she faces, will lead to a successful career.	Results matter and can negate all other traits. Set goals and plans to get there. Break down large goals. Consistency is key.