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# Mastering Your Life and Career as a Technical Communicator



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Consulting, Teaching, and Coaching to  
Organizations and Technical Communicators

# My Hopes for YOU

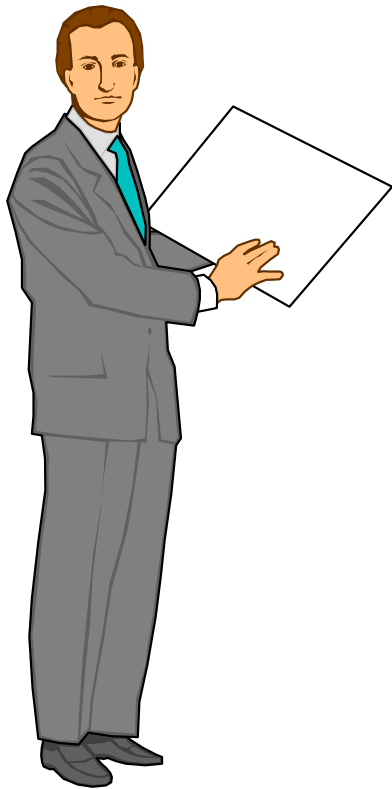
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- To know forces affecting careers
- To know how satisfied you are with your life and tech comm career.
- To discover what makes you tick
- To leave with one action item
- To receive a complimentary offer
- To make you uncomfortable about something, yet still have fun



# Topics in this Presentation

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- Assessing Balance in Your Life and Career
- Identifying Your Core Values
- Discussing Forces Affecting Careers
- Taking Action in Your Life and Career

# Speaker's Background Influencing this Presentation

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- Former Sociologist and Urban & Regional Planner
- Technical Communication 20+ years
- Product of and service to corporations
- Educator and Coach to technical communicators



# Wheel of Life

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Physical Environment

Career

Fun &  
Recreation

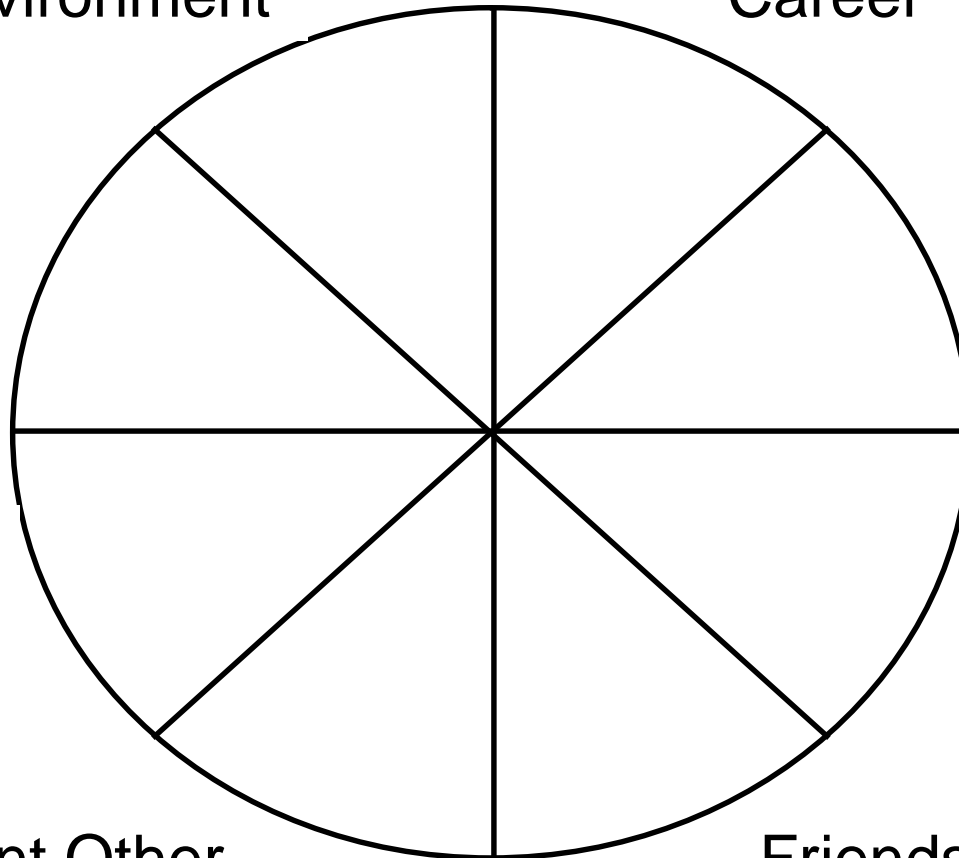
Money

Personal  
Growth

Health

Significant Other

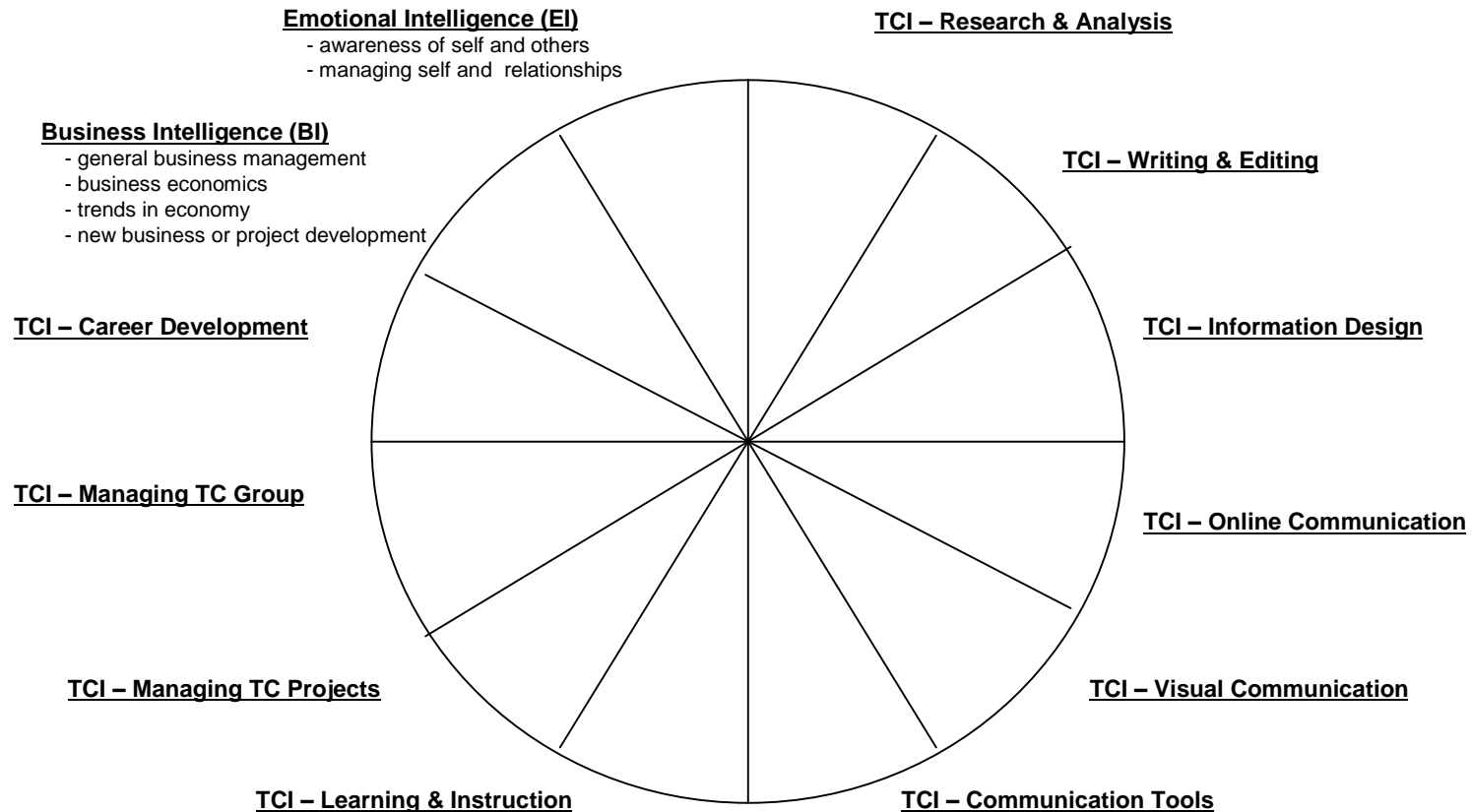
Friends & Family



# Wheel of Tech Comm Career

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# Values Are...

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- who we are
- intangible yet visible (by what we say and do)
- helpful in determining the “rightness” of choices.

Note: Values are not morals or principles.

# Core Values

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Core values are the kind of values  
you die for.

(Something so offensive to your  
values, you say “I’m out of here”.)

# Question for Identifying Your Core Values

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**Which 5 values  
must you absolutely have?**

**(not necessarily most important)**

# Rating Your Core Values

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**On a scale  
from 0 (low) through 10 (high),  
how are you honoring (living)  
each of your core values?**

# Interpreting Your Score for Honoring Your Values

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- 0 to 3 = selling out; putting up with an intolerable situation; playing it safe.
- 4 to 6 = in an upset or pattern of anger; value is being squashed.
- 7 to 10 = you are living your values.

# Forces Influencing Careers

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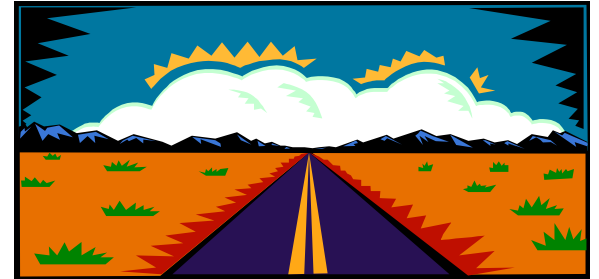
- Flattening of the Economy
- Age of Accountability (Performance)
- Need for Human & Organizational Development
- Evolving Knowledge Economy



# Flattening of the Economy

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- “Expand your horizon”.  
“Variety is the spice of life”.
- Think laterally not vertically.
- Be a specialist with diverse skills and experiences.
- Elbow in and with allied disciplines.



# Age of Accountability (Performance)

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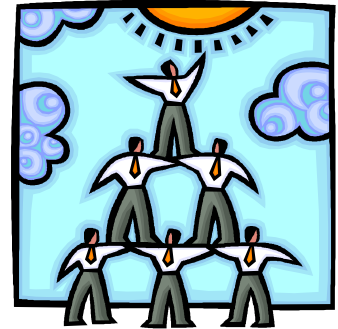
- “Be eager to stay and ready to go.”
- Shift from entitlement to accountability.
- Be comfortable, not complacent.
- Focus on results, not just compliance.
- Demonstrate your value.
- Be loyal to yourself and profession.
- Be selflessly independent.



# Need for Human & Organizational Development

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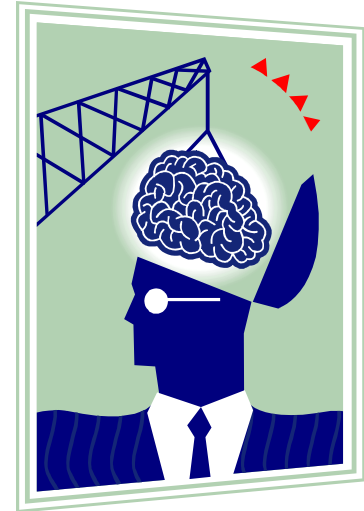
- “Develop your IQ, EQ, and BQ”.
- IQ = intellectual (technical or subject matter knowledge and skills).
- EQ or EI = emotional (behavioral, personality, and communication styles).
- BQ or BI = business of business (self marketing, contracting, negotiation).



# Evolving Era of Knowledge

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- “Evolve with the Era of Knowledge”.
- 4 economic eras in the past century.
- Know what business or industry your profession represents.
- Know your professional positioning: doer, follower, problem solver, strategist, leader.
- Align with “learning” and “knowledge” interventions.



# What Makes Some of Us Successful?

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We all have **FUD**:

Fear

Uncertainty

Doubt.

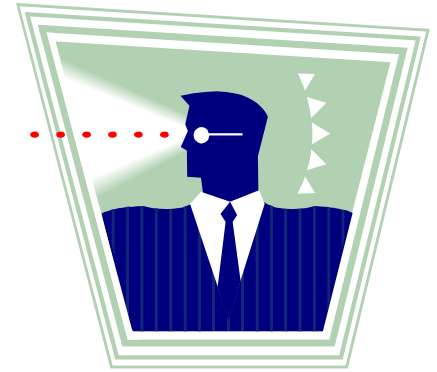


Successful people don't let **FUD** stop them from taking action.

# How Do I Take Action?

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- Create a vision to keep focused to the life and career you want.
- Create goals that are *actionable*, *measurable*, and *realistic* to meet vision.
- Create action plans to accomplish your goals.
- Be accountable to implementing your action plans.



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