What Challenge are you facing right now in your life/career?

What is one thing you would love to do/try but are a bit afraid?

What is the next milestone in your life that might require change?
Cognitive Constraints
Recognizing your tapes
I can’t - I won’t – I shouldn’t – I’ll always – I’ll never

Our minds are powerful things. The thoughts and stories we tell ourselves become embedded. Brain research shows that neural pathways are strengthened the more we think one way or another and it becomes our truth (even if it isn’t true). Recognizing the narrative knocking around in our heads is the first step to breaking free of thought patterns that can be inhibiting to our career potential.

Create a dump list of every negative, self-limiting and critical thought you have about yourself and your work (add extra pages if necessary) For example: “I am too old to make a career change”, “Who would want me?” “I will never make enough money in this profession”, “No one is hiring in advertising these days”, “A career in holistic medicine is too woo woo”, etc.
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Now review these statements (which I call “thought tapes”) and ask yourself whose voice is in my head (a disapproving parent?). Have I always felt this way?
Pick 3 – 5 of your “loudest” thought tapes and ask yourself:

How do I know this is true?
(Did a friend try to get a job in Advertising and they couldn’t? Did your friend’s uncle tell you so? Did you apply for 10 jobs on-line and never get a call? What is your evidence to support this statement?)

What information would I need for the opposite to be true?

How am I going to get that information?
(I could talk to people who are working in my field of interest and ask them how they got their jobs; I could speak to more people than just one to see if they have a universal opinion.)

What one action item can you take to test your “thought tapes”?
You don’t have to do anything yet just write it down.