

Intentional career pathways

Sarah Yip



KEASE *unlock your potential*

Top five regrets of the dying

1

I wish I'd had the courage to live a life true to myself,
not the life others expected of me.

I wish I hadn't
worked so hard.

2

I wish I had
stayed in touch
with my friends.

4

3

I wish I'd had the
courage to express
my feelings.

5

I wish I had let
myself be happier.

I wish I'd had the courage to live a life true to myself,
not the life others expected of me.



Turn your dream into a reality

- What do you want?
- What makes you happy?
- What are you good at?

It is...

Staying motivated

A man from India started planting trees when he was 16-years-old. He's now 47 and lives in his own forest with rhinos, tigers and elephants.



Creating brand

YOU



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What is your USP?



Who Are
you?

How do I use this?

- 1) Seek every opportunity to walk, talk & breathe your brand- *consistency triumphs rare brilliance*
- 2) Stamp your brand on everything- *social media, letterheads, business cards*
- 3) Translate your strengths into benefits for the workplace

The elevator pitch



Two examples

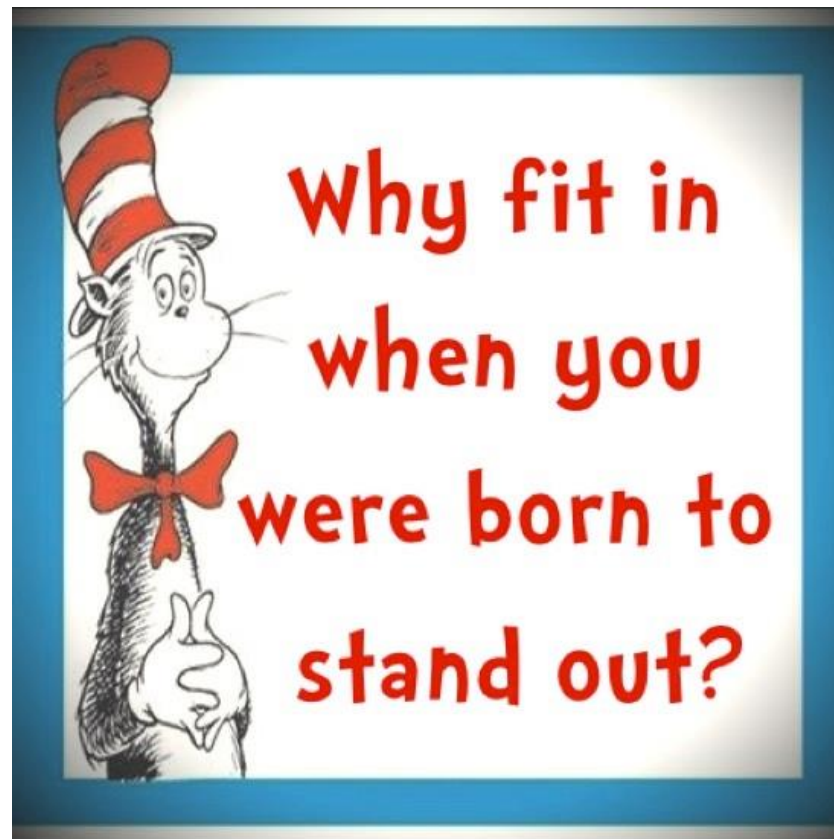
- Seeking a position

“At the current time, I’m seeking a position that will utilise my experience in writing technical manuals that ensure safe and efficient operation of laboratory equipment.”

- PAR model (Problem, Action, Results)

“I identify problems with system efficiencies and recommend remedies that result in cost savings to the company.”

3 ways to **STAND OUT**



OWN it



KNOW your brand

WORK your brand

OWN your brand

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