



your path

## 12-CATEGORY ZEST LIFE/CAREER PLAN

"I know the price of success: dedication, hard work,  
and an unremitting devotion to the things you want to see happen."

-Frank Lloyd Wright

Creating a 12-Category Zest Strategic Life/Career Plan requires detailed documentation in each of the following areas:

- **Current State:** Where am I now?
- **Vision:** Where am I going?
- **Implementation:** How will I get there?
- **Measurement:** How will I gauge my progress?

## CURRENT STATE

## WHERE I AM NOW

In this section we will explore your current state to get crystal clear on where you are now, so that you have an accurate point of departure. Let's begin with where you are now...

### PURPOSE STATEMENT:

Your purpose statement describes who you are and why you are here. It describes your personal mission(s) — your reason(s) for existing on this planet. Your purpose statement focuses on the essence of who you are to the core... your passions, your talents, and what makes you, YOU. Your purpose statement becomes your anchor for all that you do and strive for. It will probably be bigger than just your Life/career and should embody an every-day-of-your-life expression of who you are when you are reaching your full potential.

Having a concise statement for your overall purpose can play a huge role in determining what you want in your career, and your life. An effective purpose statement tells you when your goals and behaviors are ON or OFF track. With your purpose statement in mind, you can make moment-to-moment choices with absolute conviction and integrity.

Here are some questions to help you shape your life purpose and your purpose statement:

- What am I trying to create in my life?
- What is the fundamental goal of my life?
- What is the biggest result I want to create in my life?
- What am I determined to achieve during my time on this planet?
- How do I want to leave the world a better place than I found it?

### WHERE AM I NOW?:

Now it's time to explore who you are RIGHT NOW, with absolute clarity and honesty. Seeing the truth about yourself and confronting it head-on can be scary, but it is an unavoidable first step in order to shed your skin and grow into the next phase of your life.

Here are some ways to see your true self more clearly:

#### **1. Take absolute responsibility for all of the outcomes and circumstances in your career and life right now.**

The first step toward taking responsibility is to stop blaming others for anything and everything in your life. When you place accountability on other people for your outcomes, you give your personal power away, and remove yourself as the primary creative force in your life.

Answer these questions:

- Where am I not taking full responsibility in my life (or career) right now?
- What is it costing me?
- What can I do to begin taking total responsibility in this area?
- How will my life change?

## 2. Let go of the past, learn from your mistakes, and forgive yourself.

The past is over, and there is nothing you can do to take back your mistakes. But you CAN take a long hard look at them and create a plan to ensure they never happen again. It's time to truly move forward, stop feeling rotten, and let go of who you WERE, so you can make room to become who you ARE.

Answer these questions:

- What is the first regret that comes to mind while reading this (life/career or otherwise)?
- What *actually* happened? (This isn't the story you tell yourself, this is an accurate description of your choices, behaviors, and outcomes.)
- How did it affect you, and the people around you?
- How did that make you feel about yourself?
- What steps can you take to forgive yourself and move on once and for all?
- If confronted with a similar situation in the future, how will you choose to react?
- How will that make you feel?
- Are you ready to become that person?

## 3. Face your fears, and eat them for breakfast

Esther Hicks said, "Worrying is using your imagination to create what you *don't* want." The mind is a powerful thing, and where you direct it makes all the difference. It's time to purge the skeletons in your closet and free yourself up for rapid forward momentum.

To identify your fears you need to become a master self-observer. Pay attention to what you unconsciously fixate on, and what you choose to ignore. Become conscious of how you make decisions, how you judge the behavior of others, and the internal dialogue that occurs when your fears rear their ugly heads.

Your behaviors are based in your beliefs. When you feel fear, you are feeling a physical manifestation of a hidden belief about yourself... "I'm not good enough, I'm not capable enough, others won't accept me, I don't have anything to offer, etc." Release your fears and you begin to unleash your force.

Answer these questions:

- What are some of your patterns of pessimism or helplessness in your career? What triggers negativity or victimhood in you?
- What little worries follow you throughout the workday?
- What do you seem to be avoiding?
- What are you trying to protect?
- What steps can you take to face your fears head on, immediately as they surface, in order to release them from your life?

# CURRENT STATE

# WHO I AM NOW

Now it's time to examine who you are now, by assessing your internal life factors... your personal strengths and opportunities for growth. This is an important exercise as you move toward strengthening your personal assets, and protecting your potential blind spots. Take some time to list your current internal factors below, as they relate to your career.

I N T E R N A L F A C T O R S	<b>PERSONAL STRENGTHS</b>	<b>OPPORTUNITIES FOR GROWTH</b>
	<ul style="list-style-type: none"><li>• Strength Description</li></ul>	<ul style="list-style-type: none"><li>• Opportunity Description</li></ul>
	<ul style="list-style-type: none"><li>• Strength Description</li></ul>	<ul style="list-style-type: none"><li>• Opportunity Description</li></ul>
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## CURRENT STATE

## WHAT I'M FACING

Next it's time to assess your external career factors... outside opportunities or threats that you have to face. What are some catalysts or obstacles to growth in your career right now? Examine these carefully and record them in the space below.

E X T E R N A L  F A C T O R S	<b>OPPORTUNITIES</b>	<b>THREATS</b>
	• Opportunities Description	• Threats Description
	• Opportunities Description	• Threats Description
	• Opportunities Description	• Threats Description
	• Opportunities Description	• Threats Description
	• Opportunities Description	• Threats Description
	• Opportunities Description	• Threats Description
	• Opportunities Description	• Threats Description

Now for the fun part! It's time to laser-focus on your VISION for your ideal life/career. This will become the target you aim for. It's time to declare what you want to create, so that you can put a plan in place to achieve it!

Here are some thought-provoking questions to get you started. Once complete, move on to the next section where you can build out your new career vision:

- How do you define career success for yourself?
- What goal or mission is calling most loudly to you at this point in your life?
- If no obstacles stood in the way, what would you most like to achieve in your career right now?
- Ultimately, do you want to be a leader or a supporter? Both are crucial roles, which have their advantages and drawbacks. Which role would most support your ideal career? How about your overall Life Vision?
- What do you want to be responsible for?
- What is the ideal amount of time you'd like to spend working each day? When are you most productive? When do you *enjoy* working? When does work become more challenging or draining? How many hours does that total per day? Per week?
- Who do you support, and whom do you depend upon in your life/career? What are your ideal partnerships or team dynamics?
- Whose career or work ethic do you admire, and what characteristics do you admire them for?
- How do you want to feel inside your career - physically, emotionally, and mentally?
- When you envision yourself in your ideal life/career, what character traits stand out the most? (E.g. Reliability, Ingenuity, Patience, Kindness)

## MY LIFE/CAREER VISION:

Use this space to document your big picture Life Vision in detail.

## MY LIFE/CAREER VISION STATEMENT:

Your Career Vision Statement is a succinct, compelling summary of your career vision. Having a concise vision statement can serve as a powerful tool to keep you on track toward your goals, aligned with your purpose, and motivated to accomplish the things that matter most.

Based on where you want to be in the near-term in terms of accomplishments (one year from now), and where you want to be in the long-term (five years from now), formulate a picture of where you are headed, and put it powerfully into words.

### WRITE YOUR VISION STATEMENT HERE.

Here are some examples of life and career vision statements:

*“My life's work has a greater purpose beyond my own material needs. I identify a problem in my community and take responsibility for contributing to its solution. My purpose is to serve others in a way that best matches my skills and values, and I am committed to making choices in my personal and professional life that furthers that purpose. “*

*“I will become a well-known and respected leader in the food industry, revitalizing the ways food is produced and marketed, making healthier products to help people live better lives.”*

*“To earn my doctorate degree and become the kind of teacher that changes the lives of students for the better, educating them not only about English, but about the joys and meaning of life.”*

*“To become the best OB/GYN, conducting cutting-edge research, and helping improve the lives of women around the country -- and around the world. I will achieve this goal by completing multiple residencies and learning from the world's leading experts on women's health issues, pushing my limits as far as they will go and extending current thinking into new paradigms in partnership with national and international health organizations.”*

*“My vital role in the lives of my children automatically means that I have a great purpose in life. Instead of dreaming about the world seeing my value, I strive every day to be the hero of my family. My job as a parent is to mindfully raise my children in an environment of acceptance, love, and affirmation.”*

## LIFE VISION

## CATEGORY INTERCONNECTIVITY

Now it's time to explore the other 11 life categories to discover how they affect, and are affected by, your life and career. This is a crucial step in developing your life and career vision, because it sets the tone for a 12-category smart lifestyle, and leaves no area of your life to chance as you build your extraordinary career and bountiful life!

In each category, you can write about how that category supports your life/career, how your career supports that category, or both. Below is an example for something you might write under Health and Fitness.

- **HEALTH AND FITNESS**

Health and Fitness is the primary connector category to my Career. My health determines my overall state of mind and energy level. With a healthy foundation, I am capable of doing more and performing at a higher level. I can think clearer, work harder, and excel longer. Maintaining a healthy lifestyle promotes success in my career, and everything else I do.

- **INTELLECTUAL**

Write your thoughts here.

- **EMOTIONAL**

Write your thoughts here.

- **CHARACTER**

Write your thoughts here.

- **SPIRITUAL**

Write your thoughts here.

- **LOVE RELATIONSHIP**

Write your thoughts here.

- **PARENTING**

Write your thoughts here.

- **SOCIAL**

Write your thoughts here.

- **FINANCIAL**

Write your thoughts here.

- **QUALITY OF LIFE**

Write your thoughts here.



- LIFE VISION  
Write your thoughts here.

In this section you will bridge the gap between where your career is now, and where you want it to go. You will develop strategic objectives to create long-term and short-term goals and action steps.

### SETTING S.M.A.R.T. GOALS

As you develop your career objectives, keep your mission and vision connected to your actions. The questions below should be kept in mind, to help guide you in setting, S.M.A.R.T., effective, and fulfilling career goals.

- What am I trying to accomplish?
- Are all of my goals specific and measurable? How do I know when I've achieved them?
- Are my goals clear, concise and attainable?
- Have I set a challenging, yet realistic time frame in which to accomplish these goals?
- Have my goals been prioritized, and which ones are most critical to the success of my effort?

### BIG HAIRY AUDACIOUS GOALS (BHAG)

You also have an opportunity to "get your juices going" by setting Big Hairy Audacious Goals that motivate you in a wet, cold, dark morning.... (smile)

### STRATEGIC OBJECTIVES

Now it's time to start listing your life/career goals. Each goal should have it's own page below. 5 pages are provided, but you may have less. Some goals may be long term (5 years) and others may be very short term (this month).

After building out your goals - including the name, description, what it looks like when it's achieved, sub-tasks, and supporting habits - you will be asked to identify which of these goals is your **OVERRIDING GOAL**.

## NAME OF GOAL

Deadline: Month, Date, Year

*Description of goal goes here*

I will know this goal is achieved when:

- **TASK**

Deadline:

*Description goes here.*

- **TASK**

Deadline:

*Description goes here.*

- **TASK**

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*Description goes here.*

- **TASK**

Deadline:

*Description goes here.*

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- **TASK**

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*Description goes here.*

## SUPPORTING HABITS

Are there any supporting habits that, if implemented, have the potential to change the way you work and support the achievement of your career vision? List them now:

- Habit 1
- Habit 2
- Habit 3

## NAME OF GOAL

Deadline: Month, Date, Year

*Description of goal goes here*

I will know this goal is achieved when:

- **TASK**  
Deadline:  
*Description goes here.*
- **TASK**  
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- Habit 2
- Habit 3

Identify which of the above career goals is your Overriding Goal, and record it below. Then answer the following questions to deepen your purpose.

MY OVERRIDING LIFE/CAREER GOAL:

GOAL TITLE HERE

- What is the purpose behind your overriding goal? What will you GAIN if you accomplish it?
- What will you lose if you don't?
- What are the downsides of your overriding goal? There are two sides to every coin... what are the potential pitfalls of pursuing this goal?
- When will your overriding goal be accomplished?
- Where are you right now in relation to your this goal?
- What are the biggest obstacles between you and your overriding goal?
- What factor sets the speed in accomplishing this goal?
- What is your greatest strength that will help you in achieving this goal?
- What is your weakest area in regards to this goal? What can you do to ensure this area is supported?
- What is the WORST thing that could happen as you move toward achieving this goal?
- What is the BEST thing that could happen?
- What is the most important FIRST STEP you can take to move you into action?

Now TAKE THAT STEP. Follow through on all the goals you've just set and step into the vision you've set for your life, and your career!

Remain daring, knowing that the meek and timid do not know the soaring flights that come by leaning into your fears. To postpone the life of your ideals is to invite regret into your days.

Enjoy the fruits of your labour and the accolades of your masterwork.

Love gently, respecting all around you and the earth that nourishes you.



Jim

[www.jimbennett.global](http://www.jimbennett.global)