

# A personal strategic plan- A recipe for survival and success

by Maureen Fitzgerald - 20 June 2003

Are you bored, agitated or frustrated? Do you have a nagging sense that there must be more to life?

Join the growing club of people who are not satisfied with their jobs. Some predict that up to 85% of people are dissatisfied. This is not completely surprising since for many years there have been continual corporate downsizing and government cutbacks. The world of work has changed for sure, but the more significant factor is the increasing number of people who are reevaluating their definition of a successful career.

This generation of people is looking at their lives and seeing that their work is not what they had hoped. They are stressed and burnt out. They feel they are doing more for less pay and they are living unbalanced lives.



So what can we do? I suggest that the first step is to take control and develop your own personal strategic plan. We must decide where we want to go and describe how to get there. We must identify our uniqueness and align it with our work. **This is the recipe for both survival and success.**

There is something quite powerful that emerges through the personal strategic planning process. As we each become the masters of our own destinies or the drivers of our own buses, we gain much more control over all aspects of our lives. We gain choice about such things as when to work and how - even as we continue to work inside of organizations.

As you take control, you will become part of the increasing number of *intrapreneurs* who

are in essence *entrepreneurs* inside of organizations. You will know where you want to go and how you contribute to your organization, yourself, your community and your family.

So how do you create your own strategic plan? I suggest the following five steps. The first step involves recognizing that the world of work is not the same and we all must, as a matter of survival and success, set our own life and work course. The next step is to create your own vision of where you want to be. The third step is to truly understand what makes you unique. This means identifying your deepest talents and interests. The fourth step is to create your own personal mission statement. This involves describing what you want to do and explaining how you can make a difference. The final step is to take action. This means having faith in yourself and believing you can be a success doing what you love. Taking action requires that you challenge any negative thoughts you might have that are preventing you from being successful

If you find yourself generally unhappy at work, take control and set your own course of action! Create your own personal strategic plan.

## Biography

**Maureen F. Fitzgerald** is a Vancouver lawyer. She has written a book that describes personal strategic plans in detail. The book is titled: **Mission Possible – Creating a Mission for Life and Work**. It is available at your local bookstore or you can purchase one from Maureen directly for \$19.95 at [mfitzgerald@primus.ca](mailto:mfitzgerald@primus.ca). Her book launch will be at the Vancouver Public Library, downtown Vancouver, on **Thursday July 10 at 7:30pm.**