

RE-IGNITE YOUR AMBITION and Strive for More in Your Career



Are you ready to strive for bigger projects, ask for a seat at the table, and put your hand up for more challenging assignments and bigger positions in your career?

This workbook will help you to acknowledge your capabilities, see the bigger picture, build confidence and recognize your ambition.

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Hi, I'm Andrea!

You're likely here reading this document because you want to get something more out of your career.



And perhaps you can relate to some of the following scenarios:

- You've got all of these talents and skills that you aren't using everyday.
- You feel undervalued and underutilized and your drive and ambition are taking a hit.
- You used to get really excited about your work, but are feeling stuck in the grind.
- You can't seem to find the time to do all the things on your plate.
- You've hit the glass ceiling and are frustrated by the gender gap.
- You are looking to uplevel from where you are now.
- You are looking to build upon the momentum you already have.

If the idea of striving for more is appealing to you, then you're in the right place.

I get it, I spent 15 years climbing the corporate ladder, getting my MBA, an Executive Coaching Certificate, navigating the politics at work and changing companies multiple times in a short time frame to get ahead.

In early 2017 after the birth of my third child, I looked at my career and I was disappointed. I had very little direction and, to be honest, it was a bit of a mess. This career I had spent so much time and energy building seemed to be going nowhere. When I look back I can see that I was seriously overwhelmed. I didn't believe in myself, I did a lot of self-sabotaging and I couldn't see the opportunities that were right in front of me.

The summer of 2017 was my turning point. I read an article in Chatelaine (a popular women's lifestyle magazine) about Women's Ambition and I was shocked. It said that 83% of women aged 35-45 were somewhat or not at all ambitious. I kept reading and it said that two-thirds of women would not take their bosses job even if it was offered to them. What?!

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Around the same time I kept hearing people talk about the gender gap. It's a sad reality that men make more money for the same roles and rise to leadership positions at a higher rate than women. Seriously upsetting.

For me, reading these statistics was a direct wakeup call. It was a sign that I needed to step up and find my ambition again. I needed to do this for myself, but more importantly I needed to do this for the 83% of women who have lost sight of their ambition. I needed to do this for my 4 year old daughter, my nieces, the women I know and the generation of women behind us. Because the gender gap is not OK and, if things are going to change, we all have to do our part.

This realization fueled my own ambition. I started using my talents and my experience to the best of my abilities and because of this, some seriously amazing opportunities started to land right in front of me. The funny thing is though, they were always there. I just couldn't see them.

My career started to take off. I was invited to be a speaker at a big conference in San Francisco, I landed multiple corporate clients and I had the opportunity to travel all over Canada because of my work.

Today, every time I talk to a woman about her career, I can't help but see her potential.

I want to help her tap into it. And I want her to seize the opportunities that are there for the taking.

Since I don't have the capacity to travel to everyone's office or to meet everyone in person, I created this workbook as a way to help YOU recognize your ambition, strive for more and seize those opportunities.

Because they are right in front of you. And **it's time to do something about it.**

Yours in Ambition,

Andrea

PART 1: WHAT DRIVES MY AMBITION?

The dictionary defines ambition as:

ambition

[am-**bish**-uh n]

noun

A strong desire to do or achieve something, typically requiring determination and hard work.

The challenge is that many people don't know what they are striving for. You can't define the 'something' that requires determination and hard work. If you don't know what you are striving for, then all the hard work and determination to get ahead just isn't worth it. So, why would anyone want to take on more work? **This is one reason women lose sight of their ambition.**

So, with that in mind, the goal of this exercise is to help you identify WHAT drives your ambition. Take the next few minutes and fill out the sections below.

Exercise A: What Drives My Ambition?

Think about a time when you were thriving professionally. You felt truly alive, vibrant, confident and you loved what you were doing. Write it down here:

Think about the things you enjoyed doing in school including University and College. Write them down here.

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What is similar about these stories? Are there any themes that showed up in both scenarios?

Below is a list of descriptive words. Choose the words that connect with your stories. Add new words if they aren't here. Don't limit yourself. These are your words to own.

Adventure	Fun	Teaching
Beauty	Inspiring	Truth
Connectedness	Leadership	Wisdom
Contribution	Loving	Winning
Creating	Mastery	Generosity
Discovery	Peace	Service
Empowering	Resourceful	Technical expertise
Freedom	Spirituality	Bringing people together

Based on the content above, choose your top three words that drive your ambition. These three words represent the essence of what drives you and what you require in your work and life to feel ambitious every day.

Action Plan: Now that you know what drives your ambition, it's time to figure out how to fuel it. Brainstorm how you can add more of these elements to your current role. If you're stuck, ask your supervisor, a co-worker or a friend to help you.

PART 2: GETTING OUT OF THE GRIND & DEALING WITH YOUR INNER CRITIC

There are a lot of things that hold us back from recognizing our ambition. If it was easy, everyone would have fulfilling careers and we wouldn't have a gender gap. There are two key things that hold us back from following our ambition, reaching our potential and striving for more.

- ***The first is external.*** It's all the things we need to do to meet expectations and fulfill the responsibilities of day to day life. They take up too much time and leave no room to add more responsibility into your role at work.
- ***The second is internal.*** It's that inner critic that holds you back and puts you down, which stops you from striving for more.

Let's talk about the issue of 'too much to do, not enough time' first.

I know you've been there. The never ending to do list, the mountain of work, the endless emails and meetings. The responsibilities at home and being pulled in so many directions can be exhausting. We are all so busy that the idea of taking anything else on seems impossible.

To be frank, staying in the proverbial grind leaves us with little time or energy to focus on our big goals, the really important stuff that fuels our ambition, that will make a difference in our lives and our careers.

Everybody is stretched for time and very busy. So when we say yes and add something to our plate, we need to say no to something else and take it off our plate to make room. Unfortunately, saying NO is not the norm, so we often end up saying yes too often. This contributes to our overwhelm which then leaves little or no time for the things that are most important to us.

Now let's explore that pesky inner critic.

Your inner critic is that voice inside your head that says things like...

- Your goals are silly, so there is no point in pursuing them.
- You won't be able to get that promotion.
- You're not smart enough to do that.

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- You're not confident enough to do that presentation.
- You're too old / You're too young for XYZ.
- You're not ready to take on these responsibilities at work.
- You don't deserve this.
- You don't have enough experience to do XYZ.
- You're not good enough.

We never say these things out loud and we would never EVER say these things to someone else. But we say these things to ourselves in our heads over and over again. Your inner critic holds you back from speaking up, putting yourself out there, taking risks and doing the things that fuel your ambition.

We can work our hardest to streamline and manage our day to day lives, to free up time and to incorporate the things that drive our ambition forward as much as we like. BUT if we don't also tackle the internal monologue that is holding us back, movement forward into achieving our goals and reaching our potential will be painfully slow.

So, with these things in mind, I'm going to ask you to take a few minutes to complete the following two exercises.

Exercise A: Getting Out of the Grind

The goal of this first exercise is to help you identify what things can come off of your plate to make room for your bigger picture. It will also prompt you to say NO more often, see some of the opportunities that are right in front of you and to do more of the things that help drive your ambition.

When was the last time someone asked you something and you wanted to say no but said yes instead?

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What was the reason you said yes?

What did you have to give up in order to deliver on your commitment?

What are the things that you'd like to keep on your plate?

What are some things that you'd like to take off your plate?

What are some things that are currently NOT on your plate, but you would like to incorporate more of in order to fuel your ambition (remember your three words from the last exercise).

Action Plan: *It can be really hard to say no, especially if you aren't used to using that word. Choose one thing this week to say no to and then use the time you saved to do something that fuels your ambition. If you get nervous, or find yourself wavering, just think about the bigger yes - that thing that you want more of in your life - and make room and time for it.*

Exercise B: Self Doubt and Your Inner Critic

The goal of this second exercise is to help you identify your inner critic and use strategies to put it in its place. Your inner critic has no business holding you back from your potential and it's time to do something about it.

When was the last time I experienced self-doubt?

What did my inner critic say?

What about this is 100% true?

How do I know that this is true?

What would it take for me overcome this?

Action Plan: Notice when you are hearing your inner critic. Tell yourself 'I'm hearing my inner critic right now'. Label the thoughts: Instead of 'I need more education before I can do this'. Tell yourself 'My inner critic says I need more education before I can do this'. The simple act of labeling these thoughts will help you to distinguish between the truth and the voice of your inner critic trying to sabotage you.

PART 3: WHERE DO I EVEN START? HOW TO CAPITALIZE ON YOUR MOMENTUM

Being more ambitious can sometimes feel daunting, like it's just too much to take on, or there is no possible way that things can change for you.

The key to following your ambition is to just get started. You can start small, but you need to start right away. I want you to choose something that you can do within the next week, or better yet the next 24 hours.

This final exercise is designed to help you make a plan for moving forward. I encourage you to commit to yourself and schedule the time you need to do all of the things you commit to below. Any movement forward is progress and you should be proud of the work you've done thus far.

Exercise A: Committing to Action

What did I learn about myself?

What first step can I take within the next week? Better yet, what can I do in the next 24 hours to help drive my ambition forward (remember your 3 words).

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What will the impact of these actions be on me personally?

What will be the impact of these actions on my organization?

What is the impact these actions will have on future generations of women?

Action Plan: Go to your calendar and schedule in the time to do the things you've committed to doing. You commit to your friends, your colleagues at work and your family and you ALWAYS follow through. Now is the time to treat yourself with the same level of commitment.

FINAL THOUGHTS

Thank you for taking the time to reach the end of this workbook.

My hope is that you are now able to recognize what drives your ambition and use your gifts and talents to fuel it. I want you to be able to create a better life for yourself and build the confidence to seize the opportunities that are available to you.

Talking about women's ambition is a good thing but doing something about it is even better. You have an opportunity to step up and create opportunities to uplevel your career, be happier at home and to be an example for other women to do the same.

Showing up for yourself is the first step.

Yours in Ambition,

Andrea