

# PLAN TO SUCCEED

by Nikki Heald,  
Managing  
Director,  
Corptraining



**S**uccess doesn't just happen! Those who we perceive as being successful have created a plan and developed positive habits around what they want to achieve, how they will do it and by when.

So, if you want a career that challenges, excites and drives you then you need to start planning too! In a competitive market, if you don't take time to invest in your future then you run a very real risk of missing out, remaining stagnant and being overlooked. How far you go and what you achieve is really up to you.

It is important for young insurance professionals to develop a formal strategy around building their career. Taking the time to consider career aspirations and identify available resources is a critical component to achievement.

In order to design your career strategy, first consider your strengths and the value you offer. Also, what excites and drives you? What do you enjoy doing? Consider your current skills and those you need to improve on to get to the next level.

Ongoing professional development through training and business coaching are very useful tools to contemplate.

Additionally, getting yourself out there and involved in networking events grows your profile, allows you to establish key alliances and open yourself up to unknown possibilities.

Second, what is your competitive advantage? Each of us has something we can do better than someone else. The difficulty may be in identifying what that 'something' actually is. A good way of determining your professional advantage is to consider feedback you've received and any compliments or comments which might provide clues about what you do well. Being able to sell-on and clearly articulate your unique value is a pivotal step toward your dream career.

Try to be innovative and creative in the way that you approach your career strategy – consider all options and don't be afraid to get involved in experiences which will stretch and broaden your leadership capability. Sometimes, it is these challenges which turn out to be the most fruitful and advantageous.

Finally, don't be shy! Share your career goals and ideas with others so that they can help you, while also ensuring you remain accountable and on track.

Planning to succeed is an investment in you and your future. Having a successful career allows you to generate the lifestyle you want, boost opportunities and build real profitability. It takes time, commitment and effort as does anything worthwhile in your life. Knowing the 'right' people, relying on luck or chance is not a guaranteed pathway to achieving your dream job or career. Now is the time to stop dreaming or procrastinating and trust in yourself enough to reinvent your professional pathway and design the remarkable career that you're destined to achieve. ✕



If you want to learn more about building your career strategy, look out for Nikki Heald's **"Planning for success: Your career success strategy"** session at the upcoming NIBA convention in Sydney, where you will be given practical tips and ideas on creating a career strategy/plan.

Check out the Convention program at: [nibaconvention.com.au/program/](http://nibaconvention.com.au/program/)  
Then register at: [nibaconvention.com.au/registration/](http://nibaconvention.com.au/registration/)