

See the next page for guidance on how to create your IMAP

1

## WHO INSPIRES ME?



2

## WHAT ENGAGES ME?




**PETER DRUCKER:** "It's up to you to carve out your place, to know when to change course, and to keep yourself engaged and productive."

3

## WHAT ARE MY STRENGTHS?

"A person can perform only from strength."  
"Most people think they know what they are good at. They are usually wrong."



4

## WHAT DO I NEED TO LEARN?

"Far too many people – especially people with great expertise in one area – are contemptuous of knowledge in other areas or believe that being bright is a substitute for knowledge."

**PETER DRUCKER:** "Only when you operate from a combination of your **strengths and self-knowledge** can you achieve true excellence."

5


## WHAT IS MY BRAND?



**TOM PETERS:**  
"In the new frontier, the only way to protect yourself is to realize that you have to be the boss of your own show. Brand You. Me Inc. It matters. When I wrote about this in Fast Company in the summer of 1997, it was cool. But now it's necessary. Even if this idea scares you to death, **ordinary has become a design for disaster.**"

6

## HOW DO I RECHARGE?



**PROF. RANDY PAUSCH, FROM HIS LAST LECTURE:** "You just have to decide whether you're a Tigger or an Eeyore."

7



### GOT A BUCKET LIST?

If you don't, make one soon.

8



### GOT ROADBLOCKS?

Analyze what's going on.

9

## HERE'S WHAT I WILL DO:

Tomorrow: \_\_\_\_\_

Within 7 days: \_\_\_\_\_

Within 30 days: \_\_\_\_\_

\_\_\_\_\_

**ELEANOR ROOSEVELT:** "Do one thing every day that scares you."

- 1. Who inspires me?** Write the name of one person who inspires you to think, do, and be your best. These can be people in your work life, your family life, or anywhere else. Perhaps you're inspired by a relative. Or a colleague. Or a famous figure from history. If a person doesn't readily come to mind, take time to think it through. You can select from the entire world population, past and present, so "I can't think of anyone" is not an acceptable answer!
- 2. What engages me?** When people are engaged at work, they feel a stronger connection to what they're doing. They leverage their creativity. They care more. They exude energy. The factors that strengthen employee engagement differ from person to person. Some people are engaged by a deep sense of purpose. Others respond to challenges that call for critical thinking and problem-solving. Still others find engagement through specific types of work or certain workplace situations or conditions or interactions. What does it do for you? What is the key factor that unlocks your own engagement? Describe it in Box 2.
- 3. What are my strengths?** Don't hold back. Write down your standout skills, knowledge, experience, style attributes, and more – then scan the list and select your single greatest strength. If you want a fuller self-inventory, ask one or more of your co-workers what they see as your strengths. The people around us can notice positive qualities that we take for granted.
- 4. What do I need to learn?** The ancient wisdom holds true: Learning is like rowing upstream – not to advance is to drop back. So how will you advance in the next few months and years? What will you need to acquire in the way of new knowledge and skills? How will you strengthen your emotional intelligence? How will you sharpen your creative thinking? How will you leverage your deep interests? Write a compressed learning plan in Box 4. Keep in mind that your proximity to people at work, and your easy access to the entire world via the Internet, opens the way to countless learning opportunities.
- 5. What is my brand?** True, you're not Nike or Coca-Cola. But unless you want to be a generic commodity who fades into the workplace woodwork, you need to think of yourself as a brand. Ponder this: In a world of "so many," how do you stand out? How do you add value? Fill in the blank: "In my workplace, I am the most \_\_\_\_\_." (creative, curious, detailed-oriented, revenue-minded, constructively critical, imaginative, practical, etc.) Describe your brand in 10 or so words in Box 5 – or, if you're feeling brandless at this point, write the brand you want to become based on qualities you currently bring to the table.
- 6. How do I recharge?** List your favorite ways for lowering stress and putting new power into your batteries. This can include quick things you do at work (like taking a walk break every day), activities away from work (exercise, playing a musical instrument, reading, meditation, cooking, art, craft projects, other hobbies, etc.), and so on. If you don't do much of anything at this point to get a regular recharge, now's the time to start. Write down one or two activities to begin as soon as possible.
- 7. Got a bucket list?** If you have your own bucket list, make sure you live it. If you don't have one, start making it now. Google can help – search on "bucket list ideas."
- 8. Got roadblocks?** Good intentions and great plans invariably run into roadblocks. Perhaps you're facing one or more barriers right now. Instead of giving up or getting mad, get analytical. Think about the situation, peel back the layers to understand what's really going on, and consider different ways to address the situation. This takes extra time and patience, but it's your surest way to find the best way forward.
- 9. Here's what I will do:** Determine and document three specific actions you'll take based on your insights from Boxes 1-8. Include one action for each of the three time frames in Box 9. Remember, it's not what you know that makes the difference, it's what you do with what you know.