

**Take Charge of Your Talent:
Three Keys to Thriving in Your
Career, Organization, and Life**



CITY OF FORT LAUDERDALE

**DSD TALENT TEAM
KEY #3, JULY 22, 2021**

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**Let's get some "chat" from you
during this session...**

Please use the "chat" function to share ideas about how you might use these talent development resources.

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**TAKE CHARGE OF YOUR TALENT™
PARTICIPANT
GUIDE**

DSD Talent Team
City of Fort Lauderdale, FL

Available at:
www.TakeChargeofYourTalent.com/FL.lauderdale

NAME _____
DATE July 22, 2021

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The Keys to Take Charge of Your Talent

Key #1: Power Up Your Talent Story 

Key #2: Accelerate through Obstacles 

Key #3: Multiply the Payoffs for Yourself and Others

BENEFITS

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**Key #1: Talent Catalyst
Conversations**



III. Actions → I. Hopes
II. Opportunities

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Key #2:



**ACCELERATE
THROUGH
OBSTACLES**

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Quick check in Page 21

- How have your hopes developed? How are they taking root and growing?
- What actions have you taken? What thoughts or reflections do you have about the results?
- How are your accelerating through obstacles?

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What components of Keys #1 and #2 have you completed?

[Poll 1 – click all that apply]

1. What components of Key #1 have you completed?
 - a. Completed Talent Catalyst Conversation as Hero.
 - b. Served as Talent Catalyst in another Conversation.
2. What have you completed of Key #2?
 - a. Identified the principal obstacles I face.
 - b. Found the tools to accelerate through the obstacles.
 - c. Expanded my resources to get what I need.
 - d. Prepared my Talent Action Plan.
 - e. Implemented my Surgeon's Schedule to find the time.

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Key #3: Multiply the Payoffs for Yourself and Others



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Core elements of today's Key #3 session

- A. Realize your hopes with a powerful personal brand
- B. Turn your talent into tangible career assets
- C. Share the wealth and everyone wins
- D. Champion a take-charge talent culture



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Getting...



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A. Realize your hopes with a powerful personal brand



Brand: a promise you want to keep . . . that creates a preference for you

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A powerful brand sends a strong signal



- Clear
- Catchy
- Compelling

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For better or worse, you already have a brand

- What is the “brand” others have given you?
- Is it the brand you want?



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How have others branded you?

Who	“Brand”	Benefits for you	Limitations for you

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Your Talent Equation

BRAND INDICATIONS + Testimonials / Case Studies = Proof points

Promise that creates a preference for you = What You Want

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Building the brand you want

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YOUR BRAND + YOUR PROOF POINTS = Opportunities for You to Enjoy

(your promise)	(career assets)	(what you want)

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Fran’s example – from analyst to supervisor

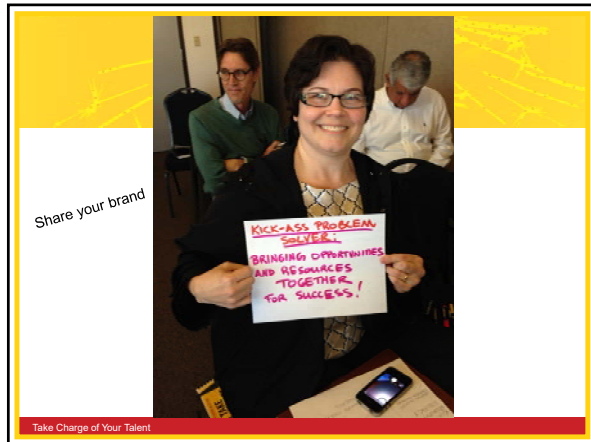
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YOUR BRAND + YOUR PROOF POINTS = Opportunities for You to Enjoy

(your promise)	(career assets)	(what you want)
Brings out the best in others with candid, constructive feedback	<ul style="list-style-type: none"> • Demonstrated skills to key managers and team members • Checklist guide to best practices for performance feedback. 	Become a supervisor

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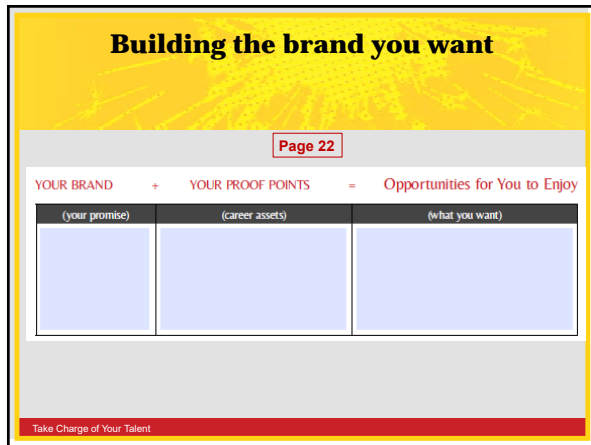
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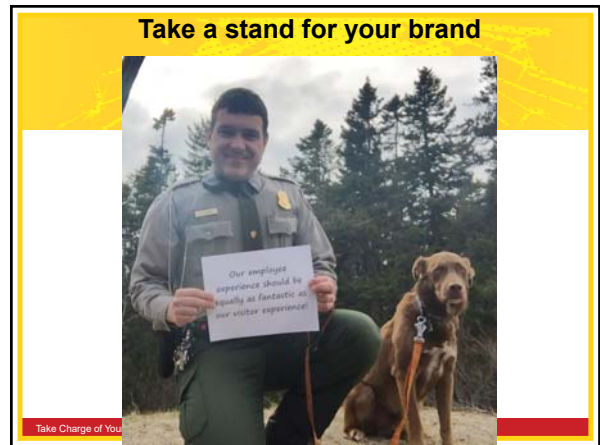
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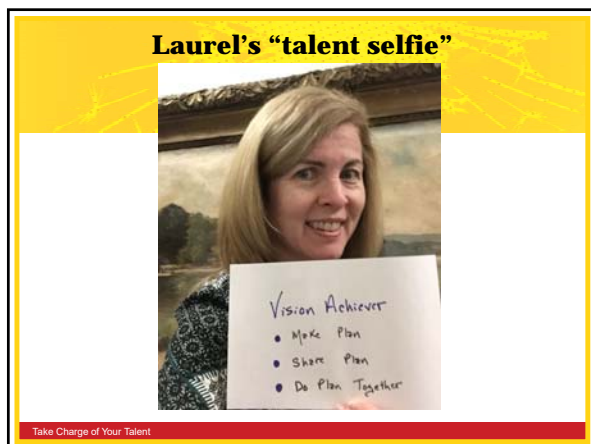
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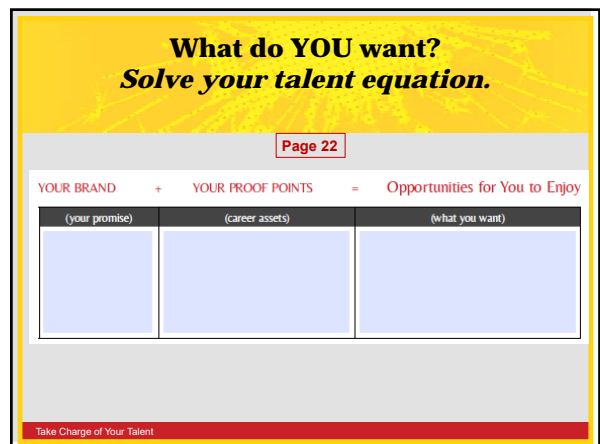
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Breakout groups (20 minutes)

Pick Hero and Catalyst roles for 1st round.
 Catalyst: ask Hero

- a. "What opportunities do you want?"
- b. "What's your brand?"
- c. "What are your proof points of your brand in action?"

Help to improve and hone the Talent Equation.
 Hero: When we return to the full group, type the draft of your brand into the "Chat."

Switch Catalyst and Hero roles for 2nd round

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Enter your draft brand in the "Chat"

Type into the "Chat" the working version of your brand.

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Check for focus and fit

- Is it a promise that inspires you?
- Does it create a healthy stretch for you?
- Is it a promise for which you want to be known?

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Polish and make public

Polish: does it pass these three tests?

- Clear – is your audience able to easily understand it?
- Catchy – is it sticky; something memorable?
- Compelling – will it move your audience to action?

Make Public: have you sent a strong signal?

- Broadcast your promise and proof points.
- Make your concrete assets accessible.

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B. Turn your talent into career assets

Translate your abilities into concrete value

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Three compelling reasons for you to make your talent tangible

- Talent you are **developing** – to open new opportunities
- Talent you want to **redirect** – to reposition yourself
- Talent you want to **share** -- to free up room to grow

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How to make your talent tangible in rewarding ways

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Make Your Talent Tangible [See page 119 in the book.]

What knowledge and skills have you developed? How can you make your talent tangible in the form of personal or career assets? Is there a way that the "see one, do one, teach" approach might help you?

KNOWLEDGE AND SKILLS	CAREER ASSETS

How have you already made your talent tangible?

What are some additional opportunities for you to create career assets?

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C. Share the wealth and everyone wins

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Learners become teachers of others

"We want an organization of 20,000 learners and 20,000 teachers."

~ Judy Gilbert, director of talent, Google

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Chart your progress to the "TOP"

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USE OF TALENT
How well is your current situation tapping your talents and what you are capable of delivering?

[0=grossly underutilized; 100=fully engaged]

What is your desired utilization target? %

SATISFACTION *now* %

How satisfied are you with your situation?

[0=totally dissatisfied; 100=fully satisfied]

What is your desired satisfaction target? %

now %

TALENT OPPORTUNITY PROFILE

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What progress have you seen for yourself?

[Poll 2 – click all that apply]

- a. I have increased the use of my talent.
- b. With increased use of the keys, I can make more use of my talent.
- c. I don't see a path to better use of my talent.
- d. I have increased my satisfaction with my work situation.
- e. With increased use of the keys, I can make my work more satisfying.
- f. I don't see a path to greater satisfaction with my work.

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WHAT WOULD IT TAKE TO CHARGE UP YOUR TALENT CULTURE?

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D. Champion a take-charge talent culture *illustration from National Parks*

- Institute a talent development process at my park.
- Become a Talent Catalyst for others.
- Include talent development in professional development and performance plans.
- Other ideas such as ...

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www.DonMaruska.com/FtLauderdale

Take Charge of Your Talent Program

Enjoy a productive and rewarding program for you to take charge of your talent. As we demonstrate, peak performance comes with people who have a hopeful frame of mind, view obstacles as opportunities, and find ways to translate their talent into tangible benefits for themselves and others. In that light, if you have any fears about the program ("Will this work for me?" "Will I look good?" "Where will it all end?"), we encourage you to look at the helpful flip side ("I'm interested in exploring some new ways of looking at things," "I'd like to stretch and learn," "Let's see where we can go together!").

All materials and information for the program appear here or are linked from this landing page. So, you can return here to find what you need.

Preparation prior to Key #1, Power Up Your Talent Story, 10:30 a.m., Thursday, May 20

There are a few things for each of you to do before our first session "Key #1: Power Up Your Talent Story" at 10:30 a.m., Thursday, May 20, so that you get the most out of the session.

1. Complete the pre-program survey by May 13 so that I can compile the results. The survey should take less than 5 minutes to complete. Your candid responses will remain anonymous and help you get more out of the first session.
2. Download your personal copy of the Take Charge of Your Talent Participant Guide and read pages 2-11 and be thinking about the questions in the Talent Catalyst Conversation (but you don't need to have the answers filled out). We'll be discussing Talent Catalyst Conversations in the session. When you practice this key, you'll be in the role of the Hero in one Conversation and a Talent Catalyst for someone else in another Conversation. Note: The Guide will be your resource as you develop the next chapter in your talent story. The Guide is in an interactive PDF format. Please bring a hard copy or have the PDF available for each of the sessions.
3. Recommended: read the first 35 pages of the book "Take Charge of Your Talent." These pages provide background and insights for Key #1, Power Up Your Talent Story.

Want to see an example of a complete Talent Catalyst Conversation? Watch this 29 minute video of a live, unscripted, Talent Catalyst Conversation. See how a Conversation unfolds to provide fresh perspectives and actionable ideas. This session features an executive assistant and Public Information Officer for a local government agency with Don Maruska as her Talent Catalyst.

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What would you like to do to enhance a take charge talent culture in Fort Lauderdale?

[Poll 3 – click all that apply]

- a. Be a Talent Catalyst for others.
- b. Form Talent Fulfillment Team(s) to support one another.
- c. Use the tools to accelerate through obstacles in the organization.
- d. Translate what you know into written procedures or tools for others to benefit.
- e. Other (enter in "Chat")

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Important follow up

- Use and share the program resources for Fort Lauderdale
www.TakeChargeofYourTalent.com/FtLauderdale.
- Send any additional questions or requests to
Don@DonMaruska.com.

Thank you!

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How have you gained value from today's session?

Offer a word or phrase about something you gained from today's session. (If you don't have a microphone, please enter your comment in the "Chat.")

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