

professional breakthrough *Toolkit*

It's time for
more success
& ease doing
work you love.

Women Succeeding Abundantly With

KATHY CAPRINO



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& EASE DOING WORK YOU LOVE**

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Greetings Breakthrough Friend!

Thank you so much for downloading my **Professional Breakthrough Toolkit!** I'm so excited to share this information with you, and to be of service to you on your path to navigating through professional change and creating the success and fulfillment you truly long for in life and work.

Attached you will find four documents/articles intended to help you achieve what I call "breakthrough" – a new level of insight, confidence, motivation and energy that will help you bring into being what you envision for your career and your life. I believe we're all happiest when we're demonstrating in life and work what we know to be true about ourselves, and also finding new avenues to be of service and contribution to others and the world around us. These documents will help you clarify and move forward to achieving your visions of professional contribution and fulfillment in ways that are heart-aligned and authentic to you.

You'll find:

- 1) **Breakdown Breakthrough** – A brief article sharing vital information about the 12 "hidden" crises working women face today, and 10 tips and strategies to get moving to overcome these crises, or bypass them altogether. (For more information on these 12 crises, and for a holistic, three-step model for breakthrough, please see my book ***Breakdown, Breakthrough***).
- 2) **6 Essential Steps to Career Breakthrough** – This piece presents what I have found to be the six essential steps to take when you want career growth, change, or reinvention.
- 3) **Entrepreneurial Breakthrough** – For those considering launching a new business or are in the process of building an entrepreneurial venture, here you'll find important information about what you'll need to release – and embrace – to find success and fulfillment in your entrepreneurial venture.
- 4) **Finally, my Career Path Assessment** – If you're unsure what you **really** want in your professional life and career or what next step to take, this in-depth survey will help you get in closer touch with where you've been in your career, and where you'd like to go. The Assessment is rich with insightful questions (that I wished someone had asked me years ago!) that will move you forward to understanding yourself more deeply, including your top needs, priorities, goals, and visions, in a much clearer way. You'll learn about your own Standards of Integrity and Life Intentions, as well as your compelling future visions for the next chapter of your personal and professional life.

All in all, this **Professional Breakthrough Toolkit** is designed to start you on your way to making positive change. If you'd like additional support to develop an effective action plan based on your **Career Path Assessment** findings, or wish for more clarification on any of the attached info, please



Breakthrough
coaching, seminars, and resources
for women



don't hesitate to call me at 203-834-9933 or write Kathy@elliacommunications.com. I'd love to be of service!

For a bit more information on my career coaching and marketing consulting programs for women, please click on the links below:

- [Career Breakthrough Coaching](#)
- [Private Career Consultations](#)
- [Breakthrough Marketing Consulting](#)
- [Prosperity Marketing Mindset Group Tele-Coaching for women](#)
- [Success/Empowerment/Leadership Seminars/Workshops for women](#)

Thank you again for your commitment to breakthrough, and I look forward to helping you on your way to greater meaning, passion, and prosperity.

Many happy breakthroughs,

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Breakdown, Breakthrough: Overcoming the 12 hidden crises of professional women

Are you a professional woman longing for a radical change?

You are not alone.

According to my research—a yearlong national study in partnership with the Esteemed Woman Foundation—seven out of 10 women today, particularly those in their middle years, say they are facing a major turning point in their professional lives. After devoting years to building successful careers, they feel that their professional lives and identities no longer work. As a result, most are facing at least one of 12 hidden work-life crises, including chronic health problems, financial bondage, and painful losses of the “real me.”

There is good news, however. A professional crisis—or “breakdown”—is sounding an important wake-up call that, when answered, can lead to real and lasting change in how you work and live. In other words, breaking down opens the door to breaking through.

Breaking Down — Identifying the Crises

A true professional crisis is more than a “tough time.” For most women, it feels like a no-turning-back situation—a point in time that demands reckoning and reevaluation. So how do you know when you’ve reached that point? If you frequently find yourself saying, “I can’t do this”—the desperate cry, or negative mantra, of work-life crisis—and consistently have deep-down feelings of disempowerment, you may be experiencing one or more of 12 hidden crises. Among them:

▶ **Suffering from chronic health problems**

Failing health—a chronic illness or ailment—that won’t respond to treatment

The mantra: *“I can’t resolve my health problems.”*

▶ **Losing your “voice”**

Contending with a crippling inability to speak up—unable to be an advocate for yourself or others, for fear of criticism, rejection, or punishment

The mantra: *“I can’t speak up without being punished.”*

▶ **Facing abuse or mistreatment**

Being treated badly, even intolerably, at work—and choosing to stay



The mantra: *"I can't stop this cycle of mistreatment."*

▶ **Feeling trapped by financial fears**

Remaining in a negative situation solely because of money

The mantra: *"I can't get out of this financial trap."*

▶ **Wasting your real talents**

Realizing your work no longer fits and desperately wanting to use your natural talents and abilities

The mantra: *"I can't use my real talents."*

▶ **Struggling to balance life and work**

Trying—and failing—to balance it all, and feeling like you're letting down who and what matters most

The mantra: *"I can't balance my life and work."*

▶ **Doing work you hate**

Longing to reconnect with the "real you"—and do work you love

The mantra: *"I can't do work that I love."*

(For more information on the 12 "hidden" crises working women face today and how to overcome them, see [Breakdown, Breakthrough](#).)

Breaking Through – Getting Started

A professional crisis is telling you that change must occur—now—but that doesn't mean it will be easy. (Most likely, it won't.) Still, one step at a time, you can begin to create your own breakthrough. Ten tips for getting started:

▶ **Listen to your body.**

Your body is always communicating, but are you listening? From minor aches and pains to major forms of disease or malaise, pay attention to what an ailment may be saying to you—not just about your body, but your mind and spirit, too.

▶ **Heed your hunches.**

Your intuition, or inner voice, is an invaluable source of information. Start developing a keen awareness of the "dialogue" within you—even asking questions and waiting for the answers. Rarely, if ever, will your gut-level hunches lead you astray. Follow them!



▶ **Say “no” to an either-or life.**

Are you focusing on just one aspect of yourself? Don’t do it. This is not an “either-or” life—it’s an “everything” life. Reconnect with a talent or dimension of yourself that you love, but has gone by the wayside while you over-identified with a single role or function.

▶ **Speak up.**

Speaking the truth sounds simple, but it’s not. Still, it’s essential to learn to express yourself, or you’ll feel stuck. Throughout the day, at home or work, ask yourself, “What do I want to say here?” Then take a risk and put it out there.

▶ **Embrace “good enough.”**

Many women strive, even slave, to be the best—driving themselves crazy in the process. If you’re one of them, “practice” accepting good enough, where and when “good enough” is appropriate and healthy. Sooner or later, it will be just that, and you’ll find more peace and fulfillment than you thought possible.

▶ **Figure out what you’re most afraid of.**

Get in the cage with your fears. One by one, take them on and face what you’re *most* afraid of. How is it driving you, limiting you, and wearing you out? Deal with these issues once and for all, and you’re sure to get unstuck.

▶ **Get real about money.**

Money is simply an energy form—with no particular qualities in and of itself—yet it can be the means to either limiting or expanding yourself. Take time to understand your own beliefs and history around money. (Are they healthy?) And even if it’s not the ideal situation yet, find a way to balance what you *need* to do with what you *want* to do—honoring your integrity and your heart along the way.

▶ **Stop making excuses.**

We’re all good at making excuses for not acting on our dreams. Take a long, hard look at your own excuses, see them for what they are, and let them go. Move forward to taking aligned action towards your compelling visions.

▶ **Be open to angels.**

Odds are, there are a number of “angels” in your life—people who love and support you, believe in you, and will give you the gentle push you need to venture into the unknown. Be open to their help and act on it. You might be steeped in doubt or fear, but they’re not. They know who you are and believe in you without reservation.

▶ **Find a role model.**

You might already have a role model—from your own mother to Mother Teresa.



If not, get serious about finding one. Look for someone who brings to light the qualities and successes you admire and aspire to, and whose story resonates.

Breaking Down – Breaking Through

Finally, relax! *It's not all up to you.* There is a "higher dimension"—someone or something bigger than you—to help you break through and reach for your dreams. Step back, let go, and say "Yes!"

TOUGH TIMES or PROFESSIONAL CRISIS? – TAKE THE QUIZ

Recognizing the breakdown—before the breakthrough

How can you tell if you're simply going through a "tough time" or experiencing a true professional crisis—a critical situation requiring real and lasting change? Says Kathy Caprino, a work-life expert and author of *Breakdown, Breakthrough* (Berrett-Koehler, 2008, www.breakdownbreakthrough.com), if you check one or more of the statements below, it may be time for break down—and break through.

- _____ I have chronic health problems and stress that just won't get better.
- _____ I lost someone or something I loved, and I feel deeply changed because of it.
- _____ In some ways, I don't like or respect who I've become.
- _____ It seems like every time I speak up and say what I think, it goes badly.
- _____ I am mistreated—even abused—at work, yet I remain there.
- _____ I've had it with constantly proving myself—competing and winning at all costs.
- _____ My financial situation has me trapped.
- _____ I have talents I'm not using, but I long to use them.
- _____ I want to do work that makes a difference and really means something, but I don't know how.
- _____ Things are falling apart in my life—all at once.
- _____ Balancing my life and work feels impossible, and I know I can't go on this way.
- _____ I don't like my work at all, but have no idea what else I can do.



If you've checked any of the above statements, you're facing an important transition, and now is your time for breakthrough! Please don't wait - reach out for help, and find a mentor, coach, or inspiring colleague who is ten steps down the path you wish to take. Ask for help, and receive empowering support to get moving on your path to expansion.

You can do it! And the time for breakthrough is now.

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6 Essential Steps to Career Breakthrough: Navigating Through Change Successfully

There are so many people today in dramatic career and life transition, and also thousands of coaches and consultants offering help.

I've discovered, however, that recommending simple, straightforward tactics and strategies *does not work* unless there has been a true *breakthrough* in the individual's thinking and behavior that allows them to become unstuck, and to embrace new possibilities where constraints and limitations were seen before.

What do you need to do to create your own breakthrough, and make your goals and visions in life and work a reality?

Here are 6 Essential Steps to Breakthrough

1. Understand what you truly want
2. Research and commit to doing what it takes
3. Stretch yourself
4. Power up
5. Develop a powerful money mindset
6. Manage to the constraints

1) Understand what you truly want - Essence vs. Form



Before you bring about change in your life, it's critical to understand what you're truly looking for, and to differentiate between the "essence" and the "form." The essence is the fundamental characteristic or energy of what you dream of. The form is how the dream is manifested – what it looks like.

If you think you want to start your own business, for instance, get to the heart of what that means to you. Why do you want it? Is it that you're longing for independence, self-respect, self-esteem, not being beaten up by your boss anymore? Do you want to get out of the crushing competition you're facing, and be more collaborative? If so, you may be able to achieve these shifts without changing the "form" of how you work. The biggest mistake people make is to go for the "form" of a dream (I want my own business, for instance) without realizing what that truly entails.

The essence of your dream perhaps can be found through other avenues and directions that may be more suited to who you are and your preferences and style.

To help you gain clarity on where you've been and what you want to create in life and work going forward, take my **Career Path Assessment (see below, page 19-27)** – an in-depth survey I've developed that will get you in closer touch with your Life Intentions, Standards of Integrity, and authentic visions for a fulfilling and exciting professional life. You'll begin to see where you truly wish to go!

2) Research and commit to doing what it takes

Once you have an idea of what you want to do and why, do research, research, research!

Understand beyond a shadow of a doubt what it will take to get you there. Do online research, read articles and books about the field, take a class, "try on" the new direction through volunteering or interning. Interview those engaged in the work -- experts who've succeeded at the profession you're considering, and individuals who have not. What are they telling you? Don't fall into the trap of a "build it and they will come" mentality. Instead, gain clarity on precisely what your dream will demand of you. Then if/when you're ready, commit yourself 3000% to making this a successful endeavor.

3) Stretch yourself beyond where you are

There's a distance (usually sizable) between the person you are today and the person you dream to be. But that's a great thing! It means your future vision of yourself is grand and expansive. Believe in yourself, but at the same time, admit that you need to grow to achieve the visions you have.

Find out exactly how you need to stretch (get some advice on this from friends, a mentor, colleagues, family, a business or career coach, a financial advisor, etc.), and take action. Do you need new skills, education or experience? Or a business plan with tactics that truly *work*? Do you need a better grasp at differentiating yourself and communicating that unique difference in the



marketplace? Look at where you feel a bit jealous of what others are doing as a start. That's usually a very healthy indicator of where you want to be. Then take a step that stretches you to that new goal.

4) Power up

Let's face it – it's a hero's journey to pursue big career and life goals. It takes guts, commitment, risk, self-trust, patience, and faith. If you want a terrific life, it takes terrific risks. Now's the time to power up. Look at where you feel insecure, afraid, "less than," or vulnerable. These are the areas that are calling out to you to address, as soon as possible.

The best first step in powering up is to figure out what where your boundaries are being consistently violated. Where do you feel, drained, defeated, overridden, and put down? Identify what have you been desperately been longing to say to someone (a family member, colleague, boss, etc.) and find a way to express it in a healthy, empowered way. Having a strong voice, solid self-esteem, and healthy boundaries will be immeasurably useful in achieving your goals.

5) Develop a powerful money mindset

So many professionals and entrepreneurs pursue their dreams with energy and enthusiasm, yet fail. Why? One key reason is that they don't understand the role of money (and the other five energy forms) necessary to create what you want in life and work. You can't have a fulfilling life if you're constantly feeling a victim of money, either by not making enough or feeling like you've given up your soul for it.

Look at your money situation with very discerning eyes. Do you have a healthy relationship with money, and powerful one that excites you? Do you know where your money is going, or does it just slip through your fingers? Do you know how much you earn each month, and what you need to live? Do you balance your checkbook to the penny? Finally, do you have debts to others that are draining you of your life energy? If so, get help to regain your confidence, clarity and empowerment around money.

This might require coaching, a great financial consultant, a small business advisor, assistance from a few great self-help books like ***Breakdown, Breakthrough*** and ***The Energy of Money*** – whatever form required so that you can develop tactics (like a rock-solid business plan, a new budget for your expenses, etc.) that will help you make the money you need, spend and manage it wisely, and *grow* it, for your benefit and the benefit of all around you.

6) Manage to the constraints

A brilliant colleague of mine, Steve Bennett, Founder of Authorbytes.com, explored with me recently the key concept of "managing to the constraints," from the book ***The Goal*** by Eliyahu Goldratt and



Jeff Cox. Basically, we must manage our business endeavors and our lives based NOT on what "should be happening" (i.e. I'm a great coach so I should have lots of clients).

Instead, we must look at what is constraining us from achieving financial or other success. What is *not* working? What is holding us back from having what we want? It's critical to challenge your assumptions, to look at what isn't working, and to change it, and change ourselves in the process (with integrity and purpose) to open new doors and opportunities for success.

Each of these strategies requires some outside perspective to help you expand your vision. If you're stuck, please reach out to someone for help. As Einstein insightfully observed, "We cannot solve a problem on the level of consciousness that created it."

Breakthrough is just a step way – asking for empowered help is the best start.

* * * * *

Entrepreneurial Breakthrough ***What to Release - and Embrace - to Succeed in Your Niche***

Throughout my eight-year process of identifying my professional niche and creating my own entrepreneurial breakthrough -- and helping other women do the same -- I've learned what it takes to truly shine in your chosen area. I've seen first-hand what's required to break through the challenges of entrepreneurial infancy and gain enough experience, confidence and know-how to market yourself powerfully, building a profitable business while helping others at the same time.

As my book ***Breakdown, Breakthrough*** explains, in order to navigate through transition and succeed in any new venture, we need to take three vital steps:

- 1) **Step Back** - for a fresh, empowered perspective
- 2) **Let Go** - release the patterns and behaviors that are holding you back
- 3) **Say Yes!** - embrace your highest visions of yourself and your endeavors, and move forward with courage to achieve them

Below are several essential steps, in the form of what you need to release, and what must be embraced, to create abundant success in your entrepreneurial endeavors – to name, claim and succeed in your chosen niche.



Five Traits to Release If You Want Success

Take the time to discover if you possess any of the following traits, behaviors or beliefs, and get help to release them:

1) Release your inner narcissist.

My definition of the narcissist in business is someone who believes herself to be an instantaneous expert, one who has nothing more to learn, with no flaws or vulnerabilities -- one who thinks she can do it all alone, and do it perfectly, and won't tolerate being challenged or questioned.

The opposite mindset is required to thrive in business. It has been said that it takes at least 10 years of intensive commitment and experience in any field to become a true expert. Being one of the best in your field requires more than you can imagine in terms of effort, dedication and inner and outer work. For example, if you wish to write a book about a new coaching model you've developed, you must thoroughly understand what the great personal development contributors before you have to offer, then build your model from that knowledge base.

To be the best, you must be continually open to receiving training, engage in focused study, and accept critique from those you respect. And you need others to assist you on your path – you can't rise to the top of your field by doing it alone. The key is to get your ego out of the equation and use a beginner's mind to learn *how* to be the best.

2) Release competitor envy.

I have met so many professionals over the years who are insecure about their talents and highly jealous and competitive with others in their field. Let me say here – if you're wracked with insecurity, you're not the best at your work - period. You're afraid of something -- perhaps your own power, or a feeling of incompetence (the ever-common "impostor" syndrome) -- and that fear keeps you from growing, applying yourself, and being in full service to others. If you feel jealous of other professionals and their success, know that you're not alone. Find a helper (therapist, coach, teacher, etc.) who can assist you in identifying what you're envious of, and work through it successfully. Fear and longing underlie your jealousy – and those emotions can guide you to understand exactly what you want to create in your life and work, and how to go about it, when you address your emotions with honesty and courage.

3) Release Your Reliance On Positive Thinking as the Answer

I can tell you without reservation that having a positive mindset and a "build it and they will come" mentality is simply not enough to run a successful business. After I won one of the Connecticut "Micro to Millions" Make Mine a Million Dollar Program award from **Count Me In** in October 2008, I believed overnight I would have tremendous financial success in my coaching business. As a former corporate VP of marketing, I thought I certainly had what it takes. Yet I



discovered after many months of hard, fruitless labor that I lacked the specific techniques, tactics, business strategies and marketing plans to get me there as a business owner (running your own business is completely different from running someone else's!). Finally, after much adjustment, revision, and new learning, I'm on a new path to financial success. Make sure you have the support necessary to give you the marketing and business acumen you need to succeed, along with your prosperity mindset.

4) Release Your Emotional Resistance

Your emotions and intuition are your truest and best guidance system as you launch your professional endeavors. Listen to them. Ask these questions and let your intuition tell you: Which of your clients do you love to work with, which frustrate you beyond all bounds. Which areas of your work light you up and bring you joy? Which service formats do you love playing in – teleseminars, workshops, one-on-one, large groups, etc. -- and which make you feel shaky and uncomfortable?

And finally, do you truly want to run a small business, manage a staff, and offer numerous products and services, or do you prefer to remain a consultant or a coach, being hired to do the work yourself, and paid by the hour and project?

There are no right or wrong answers here; only your emotional guidance system can tell you what is right for you. After you've observed what you love and what drains you (and what makes you "shine"), create a S.M.A.R.T (specific, measurable, achievable, realistic, and timely) plan to bring forward the skills and endeavors that give you the most emotional power in your work. If you are heart-compelled to pursue a direction but remain afraid of it, walk straight into the fear and try it out anyway. All along the way, learn from your emotions and listen to your intuition.

5) Release Your Need to be Right

Those who always need to be "right" in life suffer. Be open to seeing what you don't know, and learning what you need to in order to make your business a success. Don't hide your head in the sand when things are going badly. If success has eluded you in a particular area, there is most likely a good reason for it, and the time is now to shift directions. Find mentors and coaches whom you trust, and ask for assistance. Learn from people who have risen to the top of the field you love, and follow their lead (if it feels right). Avoid being overly attached to the "rightness" of your way, or to thinking you know exactly when and how this must unfold. Instead, approach your business with as much openness and flexibility -- and humility -- as possible.



Part II: Six Success Behaviors to Embrace

The following are behaviors that need to be embraced to claim your true niche, and serve it abundantly well.

Say Yes! to the following:

1) Embrace your mission.

It's critical to know exactly whom you wish to serve in your practice or business and for what purposes. Why do you want to succeed in your arena? What are you trying to achieve and give through your entrepreneurial endeavors? The single easiest way to create your entrepreneurial breakthrough is to identify your "ideal" client – the individual or group you love to serve and for whom are your products and services are a perfect fit. If you are unsure about the profile of your ideal client, observe yourself in your work for the next month. Watch closely – which clients or customers do you feel absolutely great interacting with, and which clients make it feel like a struggle? Begin to flesh out all the parameters of an ideal client for you – income, demographics, psychographics, values, needs, pain points, interests, where they can be found, etc. The clients/customers you love to serve and give you great joy are those you are meant to serve.

2) Embrace your vision.

Once you know whom you wish to serve, determine the avenues that are best for you to focus on. Is it developing and selling products or programs, or providing one-one-one or group consulting? Do you wish to coach people to change careers, or support their marketing endeavors? Is it being a teacher through your presentations, or developing new products that enhance people's lives? If you are drawn to trying a new avenue for your business be it presenting seminars, hiring a PR firm, or adding new staff, but have fear around it, evaluate the options, face your fears and move forward towards the right action. Know how you want to contribute in the world (through goods, services, information, resources, etc), and develop an empowered plan to doing that.

3) Embrace your uniqueness.

There are thousands of gifted and talented individuals out there who are providing similar services and products to your own. The key to rising above the competition is to know clearly what your unique talents are and the emotional benefits and outcomes that you alone provide. How are you different in what you do and offer? The answer to this question becomes your brand. But that answer has to be clear and precise. For example, if you answer, "I truly care about my client," you'll need to dig deeper - all great providers of goods and services care about



their clients/customers. If you don't know the answer to this yet, don't worry. There are many effective ways you learn to discover it, involving exploration, discovery, and assessment.

Try this: First, ask five colleagues and clients/customers whom you know well and trust to give you candid feedback about what you do as a professional. Ask them: 1) What's great about the work I do? 2) What could be improved?, and 3) How do you think it's different from my competitors? Listen to the feedback and act on what feels right.

Next, watch yourself in the coming months and ask yourself, "What am I doing in how I deliver my products and services that is different from all the rest?" As my colleague and terrific branding expert Robert Friedman of **Fearless Branding** explains, "We have to know what emotional gift we bring to our clients – what do we give them emotionally when they use our services or products? For me, it's **breakthrough** – what is it for you?"

It takes work to get this level of clarity, but it pays off when your potential client quickly understands the *real* value they'll get from you.

4) Embrace courage.

I've worked with many renowned healing practitioners, coaches and consultants, as well as high-level professional women who are truly gifted in a particular area, and long to rise to the top in it, but are downright scared to do so. What are most people afraid of? **Both failure and success equally**. In terms of failure, we fear failure at the thing we most deeply long for, because in our minds, if we fail at this, our dreams and hearts will be shattered. But you must face this fear head on, and walk through it, in order to live a life of passion, power, and purpose. Yes, you might indeed fail at first...so be it. If it's meant to be, you'll find your way to your special niche, and will succeed abundantly well there.

But why do we fear *success*? Success is daunting because we know in our hearts that success in the area we dream of will take us on a hero's journey that will require tremendous courage and fortitude to stretch, grow and face ourselves honestly. This stretching process is challenging and often painful, but so worthwhile. Either way, you can let your fear stop you, or propel you forward – it's up to you.

5) Embrace your inner Entrepreneur

In the helpful book ***E-Myth Revisited*** by Michael Gerber, we learn why so many small businesses in the U.S. fail today. One key reason is that we're not aware when we start our businesses of the three vital dimensions necessary to run a successful venture: The Technician (or the Doer), the Manager (the Planner), and the Entrepreneur (Visionary). Many of us are comfortable as the Doer, providing the actual service or goods required. But we lack the experience, know-how or detachment necessary to serve as a Visionary and build the business to a successful level. We mistakenly think we can survive working "in" the business (doing all the



technical work ourselves), rather than focusing “on” the business, and we exhaust ourselves doing all the necessary tasks at once.

It’s not possible to wear all three hats, and we will fail. The answer is to find a business model that supports the Entrepreneur visionary inside of you, but also gives the Technician and the Manager what they need to thrive, releasing you from being enslaved by the very business you hoped would give you freedom.

6) Embrace collaboration

Building your business in a vacuum is a recipe for disaster. Growing a practice or business takes alliance, affiliation, support, and community. If you are concerned about partnering, look deeply at the reasons – often insecurity (a feeling of unworthiness) is at the heart of your wish to isolate. Or, a bit of narcissism may have crept in, telling you that you’re better than all the rest and don’t need anyone else. It’s simply not true. We all need help to grow. Open your heart and mind to finding like-minded partners and collaborators who share a common ground but also have great complementary skills and talents that round out your own.

Partnering helps expand your horizons, broadens your reach and extends your ability to help your clients and customers. Partnering is also fun! It brings ease and joy into your life because in the end, you learn you don’t have to do it all yourself.

7) Embrace the Hero Within

All great leaders and visionaries are heroes with a mission, and they believe in their highest potential without fail. They see their flaws and limitations clearly, and have the flexibility and strength to make the appropriate adjustments in behavior, thinking, and planning. They surround themselves (in their management teams or in their partnerships) with those who can teach and uplift them. And all top providers and entrepreneurs have two key goals in all they do – to be of great service to the world around them, and create abundant success for all involved in that service.

It’s your turn now. Embrace the hero inside of you, and get on your path today your entrepreneurial *breakthrough*.



Caprino Career Path Assessment

Assessment Completed by: _____

Date Completed: _____

For an in-depth coaching session and/or program to assist you in understanding your Assessment findings, and develop a follow-up action plan, please contact:

Kathy Caprino, M.A.
Ellia Communications, Inc
P.O. Box 302, Wilton, CT 06897 (203) 834-9933
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Assessing Your Career Path and Trajectory

In looking back at all the jobs you've had and professional roles you've assumed, as well as the key motivators that led you to these jobs, and your strengths, talents, and intentions, you will learn a great deal about who you are and where you are going in your professional life.

Getting in deeper touch with not just who you *were*, but *who you wish to be going forward* in the professional arena: your values, preferences, style, what gives you meaning and joy, etc., will be invaluable in helping you set a new course for a lifetime. (For background information on these and other helpful exercises, see Caprino's book [Breakdown, Breakthrough](#) and Maria Nemeth's book [The Energy of Money](#)).



1) Your Professional Chronology

Please write down, from college on, all the jobs you've held, and include the following:

- a) What specifically motivated you to take this job?
- b) How satisfied you were with it? (Scale of 1 to 10, where 10 is highest)
- c) What you loved about it; What you disliked about it
- d) Greatest accomplishment(s)
- e) Greatest struggle(s)
- f) Talents, skills, and abilities you utilized in this job
- g) Why you left (honestly!)
- h) Key lesson(s) you took away from this work experience (positive or neg.)

2) Your Unique Attributes

Please record as truthfully as possible your answers to the following questions. Remember, there are no right or wrong answers.

A. Standards of Integrity

(Excerpted from Maria Nemeth's book The Energy of Money)

What are the qualities you value most in others?

Please list all the people in your life and work who have qualities you admire. Type their names, using the checklist below to spur your memory. Take your time and reach back in to your past. The list of possibilities include:

- Your family, such as your mother, father, sisters, brothers, grandparents



- School, such as teachers, principals, classmates, workers
- Friends from school, work, home, social outlets, or any other source
- People in the healing professionals, such as doctors, therapists, alternative-medicine professionals
- Sports figures, whether professional or amateur sports and the Olympics
- World leaders, spiritual or political
- People in the arts and entertainment industry, such as actors, directors, singers, writers, painters, artists, dancers, or musicians
- Biblical figures, people important to your spirituality
- Mythological characters, from Greek, Native American, East Indian, African, Egyptian or other cultural myths
- Anyone you have ever read about, whether real or fictional

Look at each name, starting with the first and working down. On the right side of the paper, record all the qualities and traits you admire most about the person. A quality is something that inspires you, such as: loyal, intelligent, adventurous, courageous, self-confident, creative, truthful, and so on.

Go through each individual, from the first on down the list, and write down the qualities you admire. If one person shares qualities with one above, simply put a check mark next to that attribute. List any additional traits you admire in that person not found in the first person. As you proceed you will develop a list of qualities with check marks that indicate when the quality was noted more than once.

An example might be:

Mother	Loyal √√
Dad	Courageous √√√
Friend Lisa	Truthful √√√
Healer Lynn	Kind √√
Mother Theresa	Compassionate √√
Sister	Intelligent √



Now read the list of qualities. Starting from the top, look at each trait. Does reading this word warm your heart, if only for a moment? Do you like being in the presence of people who have this quality? If yes, underline this word. Go through the entire list, underlining all words that resonate in your heart and soul.

The words you've underlined are traits and qualities that you value deeply, and that reflect who you *really* are, deep inside of you. These are your Standards of Integrity. Use this list of qualities to guide you in your life and your actions. Don't doubt it for a moment – these qualities are you, at your core. List your qualities here:

2.B. Reasons for Working

For what purposes, reasons and outcomes are you working?

If you won 10 million dollars today in the lottery, would you continue to work? If so, what work would you do?

What career/profession/job would you have if you knew you couldn't fail?

2.C. Preferences

What are your ideal preferences in work life:

- 1) Structured or Flexible organization:
- 2) Hierarchical or Egalitarian:
- 3) Type of people you work with:
- 4) Type of products/services/programs you wish to contribute to or promote:
- 5) Hours you wish to work:
- 6) Ideal commute:
- 7) Pace of Work Environment:



- 8) Financial compensation you wish to receive:
- 9) Vacation and other benefits you wish to receive:
- 10) Other: _____

2.D. Communication and Interaction Style

Are you introverted or extroverted?

Do you prefer working with teams/staff or independently? Reporting to someone, or on your own? Do you like to manage and lead others?

What type of relationships would you like to have with your boss, colleagues, clients, customers, staff, etc.?

Do you prefer to communicate through writing (email, etc.) or in person?

2.E Skills/Talents/Gifts

What are you particularly skilled at?

What are your special natural talents and gifts?

What are the areas in which you've received special training? What do you love doing?

What do you love being?

2.F Energy/Joy Drainers

What do you hate doing? What do you hate being?

3) Work/Life Balance



What is critical to you to have in terms of work/life balance?

4) Financial Needs/Wants

What are your financial needs?

What are your financial dreams and desires?

How close are you right now to having reached your financial dreams and desires? (Circle one number, avoid "5.")

Very Far Away										Very Close
1	2	3	4	5	6	7	8	9	10	

Why?

5) Future You

Ask yourself, **"When I am 90 years old looking back on my life, what do I want to be able to say I've done?"**

Please type out your answers as concretely, specifically, and in as much detail as you can.

What accomplishments do you want to have made? What legacy do you wish to leave? What do you want to be known for? What do you want to have given and stood for? Please don't limit yourself...be as expansive as possible (brag!).

In reviewing what you've written, how close is your life right now to the way you want it to be (please avoid "5" if you can)?

Very Far Away										Very Close
1	2	3	4	5	6	7	8	9	10	

Why?



6) Potential Transition

Review the list of statements below, and honestly ask yourself **“Does this reflect what I'm going through today?”** Check all that apply.

- Successfully balancing my home life and work life feels almost impossible right now.
- I'm having some health problems that won't go away.
- I've experienced a loss of someone or something I deeply loved, and I feel changed because of it.
- Sometimes I feel like things are starting to “fall apart.”
- I feel like I've awakened somehow, and I want to start smelling the roses.
- My company has let me down, and I don't feel the same about it as I used to.
- I long to make a greater contribution somehow.
- I feel there's something else out there for me to do now, but I'm not sure what it is.
- I have gifts and talents I'm not using, but I deeply long to start using them. In some ways, I don't like who and what I've become.
- I hate what I do, or I'm so bored by it, but I have no idea what other work I would do, at this point.
- I feel bruised and beaten up by work and by life.
- I don't want to keep doing this work, but I don't have a way out financially.
- I just don't want to keep up with this competition and pace anymore. I'm tired of it.
- I want to help people somehow, and not hurt people or be hurt anymore.

(If any of the above fit your experience, transition is occurring, and it can be very positive, if you are ready to embrace it and understand the change it is suggesting to you.)



7) Your Life Intentions

*(Excerpted from Maria Nemeth's book **The Energy of Money**)*

It is critical in designing a joyful and fulfilling life, to understand deeply what your life intentions are, and to make choices in life that are consistent, always, with your life purpose. To uncover your life intentions, please do the following exercise:

a) List all the things that you have always wanted to do or have in life. Write down whatever comes to mind. You have all the freedom in the world. You will not be held to this list. It can be pure fantasy, not necessarily based on the reality of your current circumstances. This is just to get out of your mind and onto a piece of paper everything that has captured your interest over the years.

Write it down, even if what you want to have or do seems outrageous. The more audacious, the better, in fact! Just makes sure it is something you really want.

The list may look like list:

- Having a new car
- Writing a best-selling novel
- Owning a home
- Directing a motion picture
- Learning how to scuba dive
- Owning my own sailboat in the Bahamas
- Going on a picture-taking safari to Africa
- Swimming with the dolphins
- Buying a new wardrobe
- Taking my kids to Disney World
- Raising a million dollars for the women's development center
- Running a marathon
- Going on a trip around the world
- Having enough money for my daughter's education
- Taking art lessons and painting a picture

Look at each item and ask yourself – Why do I want this? What desire will it satisfy? What will it help me “be” and “become.”

When you discover the underlying reason for your choice, write it down next to the dream you've listed. Put it in the form of “to be...” For example, you may want to take your kids to Disney World because it satisfies your desire to be a good parent. Write “to be a good



parent.” Similarly, writing a best-selling novel would make it possible for you to be a well-respected author, so write “to be a well-respected author.”

This exercise doesn’t necessarily commit you to actually doing these things (unless you truly want to!). It is a way to get to know the desires that influence each of your choices. When you complete this process, you will have a preliminary list of your **Life’s Intentions**. **Use this list to guide you in evaluating your choices and decisions. Share your Intentions here:**

8) Potential Directions

What directions/jobs/career/industries have you brainstormed or fantasized about for your career? (don’t hold back – nothing’s too small or too big).

What work have you thought you might love to try at some point (no matter how “way out” it is)?

What new field(s) have you thought about getting more education, training, or certification in (if any)?

9) New Insights

What new insights have you gained about yourself and your professional path from this assessment?

What choices are facing in terms of where you’d like to take your career?

What new directions do you wish to pursue and/or explore or research, after completing this assessment?

For a follow-up with Kathy Caprino to explore these findings and develop a meaningful action plan, please call **Kathy** at **(203) 834-9933** or write to kathy@elliacommunications.com. *Thank you for the time and effort you've put into this Assessment. It is well worth it, as you will soon see!* - **Kathy Caprino**



About The Author

Kathy Caprino, M.A., is a nationally-recognized women's work-life expert, career and marketing consultant, speaker, and author of ***Breakdown, Breakthrough: The Professional Woman's Guide to Claiming a Life of Passion, Power, and Purpose***. A champion for working women, Caprino is a trained psychotherapist, specialized career and executive coach, and sought-after writer and speaker on women's issues. She is founder and president of [Ellia Communications, Inc.](http://www.elliacommunications.com) and a former corporate VP who today openly shares her own story of breakthrough and transformation.

Kathy's book ***Breakdown, Breakthrough*** reveals the key findings from her yearlong national research study—identifying the 12 "hidden" crises of professional women, including chronic health problems, failure to find work-life balance, and painful losses of authenticity and integrity. It also shares 14 deeply personal stories—her own included—and shows how women are overcoming crises of personal and professional identity. Additionally, the book introduces a hands-on holistic model for breaking through: powerful and achievable solutions and specific advice and tips.

Drawing on her national research, coaching and therapeutic training, and business experience and spiritual growth practices, Kathy assists her clients – through one-on-one and group coaching, workshops and seminars, to successfully overcome challenges and blocks, close their "power gaps," and step up to their expansive future visions so that they may live and work as they long to.

Kathy works with individual and corporate clients both nationally and internationally. She is a frequent invited speaker and seminar presenter in the areas of women's empowerment, overcoming adversity and challenge in the workplace, marketing business ventures to success, and navigating successfully through transition.

Kathy is Founder/President of ***Ellia Communications, Inc.*** and former co-founder and partner of Living in Harmony—The Center for Emotional Health in CT. She also serves as a contributor to Work Her Way, 85 Broads, CT Women's Business Development Council, More.com, and other women's organizations.

Previous to owning her own coaching firm, Kathy achieved a successful 18-year corporate career in the publishing and membership services industries, serving in Director and VP roles in marketing, product development, research, and product management.

She received her M.A. in Marriage and Family Therapy from Fairfield University, her B.A. from Boston University, and earned other educational certifications and training from New York University, University of London, and the Institute for Life Coaching Training. Her consulting firm is based in Wilton, CT. She lives with her husband, jazz percussionist [Arthur Lipner](#), and their two children in Fairfield County, CT.