

**IAN'S**  
**CAREER**  
**MANIFESTO:**  
**TEN TIPS TO GIVE**  
**YOUR WORK**  
**SOME ZIP**

**BY IAN SANDERS**

**ONE**

# **DO IT BEFORE YOU'RE READY**

Realise you'll never be fully ready for every opportunity that comes your way, so take a risk, embrace the unknown and figure it out as you go. I'm glad I leapt before I was ready. If I'd been hesitant I would have missed out.

**TWO**

# **EMBRACE THE MASH-UP**

You don't need to stick to just one thing. Create a unique role for yourself that reflects your multidimensional talents, who you are and what makes you tick.

**THREE**

# **COLLECT INTERESTING PEOPLE**

Those people you meet along the way who stimulate you, who stand out? Hang on to them. I'm grateful for the work friendships I've developed, the ears that are lent and all the rich and deep conversations that help me look at life differently. Thank you to the people who've helped me grow.

## FOUR

# BE A SAFE PAIR OF HANDS

It doesn't sound sexy but career success starts with reliability. When I first stepped into the world of work I focused on saying 'yes,' getting things done on time, going the extra mile and always having a positive mindset. It earned me a reputation for being a safe pair of hands. Getting things done with a smile is under-rated! Master this basic.

**FIVE**

# **GET KEEN ON CHEMISTRY**

Whether you're leading a team or running your own business, relationships matter. People always remember how you made them feel. So focus on the quality of relationships: how you interact with colleagues, respond to customers, support those around you. Make sure you're remembered for positive reasons.

# SIX

# KEEP MOVING

Stay fresh by investing in your own learning and development. Learn new skills, try different things, add strings to your bow. 'L&D' is more than a training course your boss has sent you on. You can squeeze these into your lunch break: watch a Do Lecture, listen to a podcast, learn a new language. Whatever interests you.

## SEVEN

# KNOW WHAT YOU NEED TO FLOURISH

What are the must-have ingredients you need to do your best work? Tune in to the go-to habits and behaviours that fuel you. So when the pressure is on, you know what to do to deliver results.



**EIGHT**

# **EXPERIMENT TO BRING JOY**

A brainstorm in an art gallery. A walking meeting. A morning unplugged from the wifi. A side-project with a friend. Experiments can boost your creativity and keep your work life fresh.

## NINE

# WATCH THE DIALS ON YOUR DASHBOARD

Grow your career but make sure you look after yourself on the way. Don't ignore those dials on the dashboard that indicate your health and happiness. And if your fuel light is flashing, heed the sign and do whatever it takes to recharge.

TEN

# HAVE CRAZY DREAMS

Crazy dreams are like beacons in our career voyages. They give us something to head towards and motivate us. Tune out the naysayers, they don't share your vision or are envious or scared of what you might become. Dream big and crazy - it gives you a focus on your journey.



## ABOUT THE AUTHOR

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Ian Sanders is a storytelling trainer and coach. He works with some of the world's leading organisations, creating positive change through the power of stories. The author of five books on working life, his latest, *365 Ways To Have a Good Day*, is out now.

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