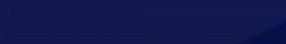




‘How to develop & grow your marketing career’

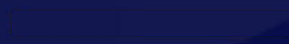
with Sherilyn Shackell



‘There are thousand and thousands of people out there leading lives of screaming desperation where they work long hard hours in job they hate to enable them to buy things they don’t need to impress people they don’t like’ – Nigel Marsh



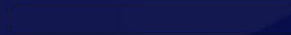
ONE



chill the fuck out

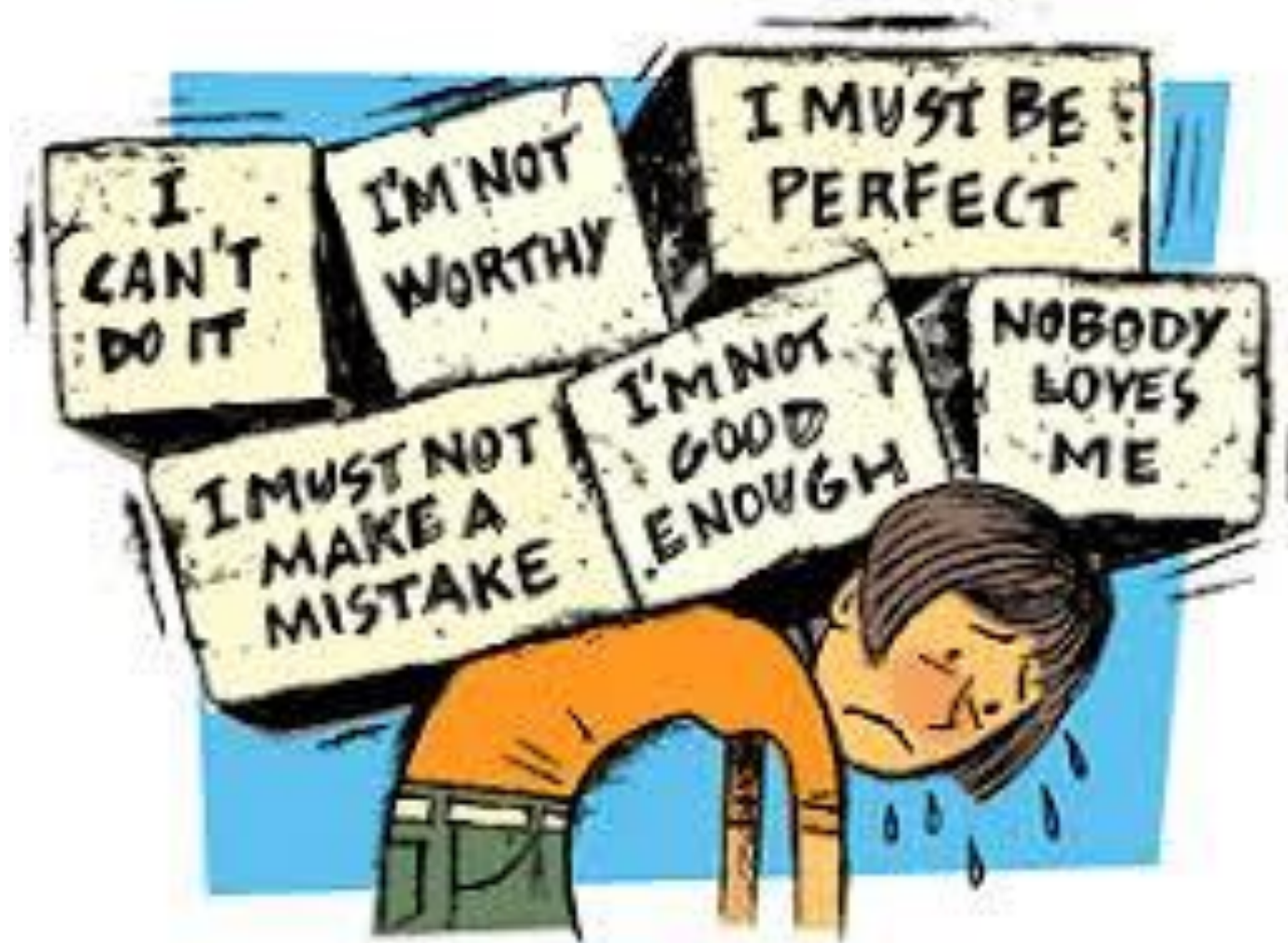


TWO

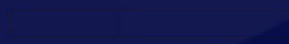


banish the inner critic





THREE



because you're worth it



Imposter Syndrome

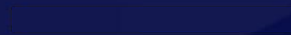


internal feelings of inadequacy and self-doubt that persist despite overwhelming evidence of your abilities




the unshakable conviction that you are getting away with something, and that any moment now they will discover you as a fraud

FOUR



discover your why

Before you stress about the how

A person with long, wavy blonde hair is seen from behind, sitting on a rocky ledge. They are looking out over a vast landscape that includes a large body of water, a dense forest, and distant hills under a clear sky. The text is overlaid on the middle of the image.

I don't know what I want,
but I don't want this.

Bollocks

Working
conditions

company
policies

Status

relationships

Pay and
benefits

EMPLOYEE MOTIVATION



Freedom

Meaning

Balance

Development

Wellness

Flexibility

Connectivity

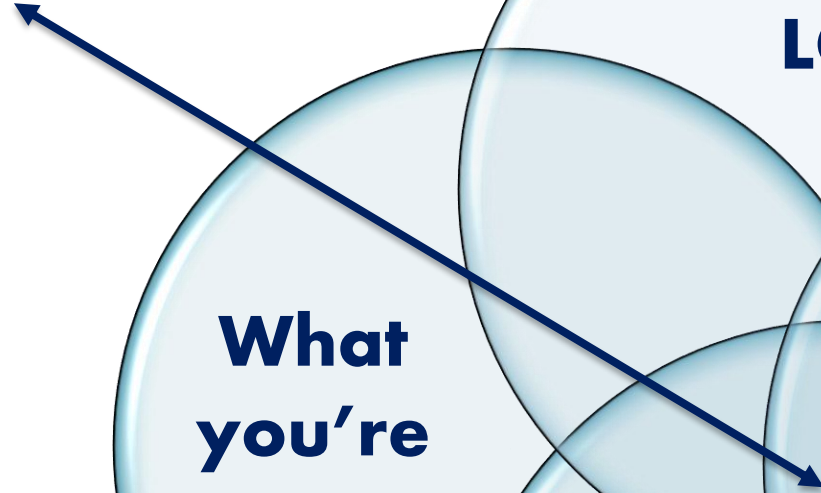
Autonomy

Appreciation

Purpose

Personal Impact

Ikigai



**What you
LOVE**

**What
you're
GOOD AT**

**What
the world
NEEDS**

**What you
can be
PAID FOR**

PASSION - What do you love

- What can you talk about for hours
- What makes your eyes light up
- What gets your blood boiling
- What results bring you the most joy
- What would you do for free if you didn't need the money
- If you were asked to present to a room full of people on a topic, what would it be
- What were you last doing or talking about when you completely lost track of time

CAPABILITY - What are you great at

- What type of problems are you good at fixing
- When you were last 'in flow' what were you doing*
- What were you good at when you were a child
- What are your superpowers
- What do you regularly get recognised for
- What comes naturally to you
- Why do people ask for your help – and what for

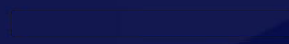
MISSION - What is good for the world

- What things do you do that have a positive impact on others
- What issues or challenges in the world would you solve if you could
- What issues in your community / work/ world touch you emotionally
- If you had the chance to be a global advocate for something, what would it be

PROFESSION - What do / could you get paid for

- What are you being paid for right now / most recently
- What talents and or passions are you not being paid for now
- What of the things that you love or are good at could generate an income
- What products or services could you sell

FIVE



you be you







Persona

Image

Guarded

Control

Mistrust

Self interest

Fear

Avoidance / Exclusion

Distraction

Resistance to change

Uneasy presence

Character

Authenticity

Comfort in vulnerability

Openness

Trusting

Compassion

Courage

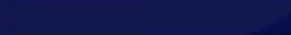
Inclusion

Balance / Centredness

Fluidity/ adaptability

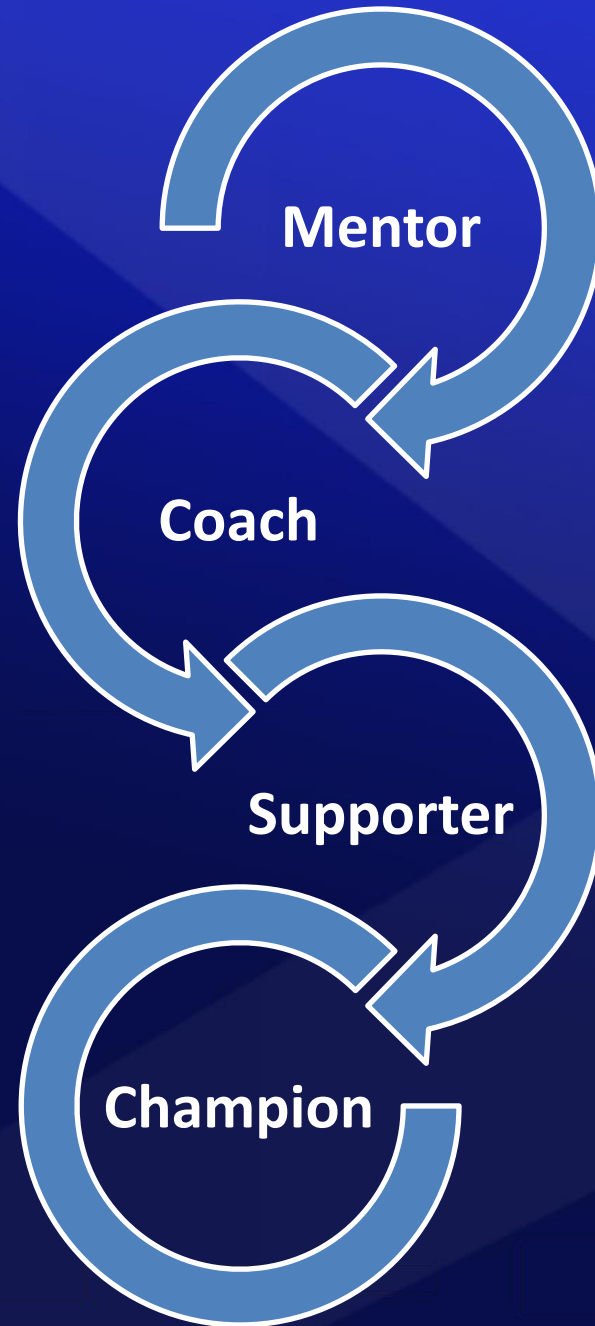
Peaceful presence

SIX

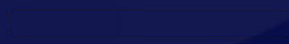


cherish your tribe



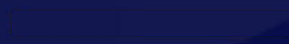


SEVEN



Seek to GIVE not GET

Final Tip



Love your fucking life. Take pictures of everything. Tell people you love them. Talk to random strangers. Do things that you're scared to do. Fuck it, because so many of us die and no one remembers a thing we did. Take your life and make it the best story in the world. Don't waste that shit.



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