

YOU TURN™

A GUIDE FOR
Your Career

ASHLEY STAHL

PART I: THE YOU TURN

Don't do what you love, do what you are. —Ashley Stahl, *You Turn*, Chapter 1

Your You Turn begins when you conduct a self-assessment on where you're at and who you truly are. Here is where you will identify your core essence and move towards living in your zone of genius, that place where you naturally excel.

DEFINE YOUR CORE NATURE

What words, if you could only pick 5, would you say best describe your presence?

How do you think the room feels different when you walk in?

Do you get your energy from being around people, or from being alone?

List 3–5 adjectives about yourself based on the questions above. This is your core nature.

Knowing your true nature means knowing how you feel when you're in your most natural and honest state; it means knowing how people experience you when you're in a room with them.

IDENTIFY YOUR NATURAL GIFT OR TALENT

Ask a close friend, a family member, and a colleague when they've seen you at your best, and list their answers here. Be sure to take note of what skill set you're using when they note you're at your best.

During which actions or activities do you completely lose track of time, lose yourself, and live fully present? List your answers here.

YOU TURN EXCERPT, CHAPTER 1

Here's the truth of the matter: clarity comes easily when you're connected to yourself. That's why clarity isn't usually the problem...The problem is disconnection. When you're not connected to yourself, or owning who you really are, it's tough to know what you like, what you dislike, or what you're truly interested in. That's why finding out who you are, your true nature, is first a game of realizing who you're not.



DEFINE YOUR CORE SKILL SET

Here are the 10 core skill sets, plus descriptions of those who carry them in the workplace.

- 1. Words** — A born communicator that uses written or spoken words to tell a story or lesson or spark an emotion.
- 2. Innovation** — The idea person who makes creative recommendations or composes novel ideas.
- 3. Building** — The person with the ability to bring ideas into life, they tend to think of something and have the inspiration to create it with their hands and mind.
- 4. Technology** — This person loves fixing, creating, or making sense of technologies, and they tend to find a particular thrill in the future of electronics. OR ... tend to find the future of electronics particularly thrilling.
- 5. Motion** — These are the literal movers and shakers; they tend to be on their feet, and the way they do things is often physical.
- 6. Service** — Your actions are rooted in helping others, you find joy in supporting other people. These are the nurturers and natural supporters.
- 7. Coordination** — A person who naturally thinks in details, they tend to love the little things and get a thrill out of bringing pieces together and seeing the final product.
- 8. Analysis** — This person is fueled by answering the question of "Why?" and get a high off of finding the answers.
- 9. Numbers** — Someone who enjoys ensuring our numbers are in rhythm.
- 10. Beauty** — Have an eye for beauty and unique ability and skill for aesthetics.

What is your primary core skill set (based on the list of options above)? How does it show up in your work or life right now?

What is a potential secondary core skill set that you use often, but perhaps don't fully lead with? How does it show up in your life or work right now?



CAREER OPTIONS BY CORE SKILL SET

Note that some overlap, and some job functions fall under two or more core skill sets. This is totally okay, and it's just important to note what core skill set you innately have as a primary (and secondary) core skill set. This list is NOT exhaustive. The possibilities are endless.

CORE SKILL SET #1: WORDS Writing, communications, speaking, account management, editing, copywriting, marketing, sales, publicity

CORE SKILL SET #2: INNOVATION Commission, sales, portfolio, agent

CORE SKILL SET #3: BUILDING Hands on, mechanic, engineer, UX, web designer, jewelry designer, ceramicist, artist, culinary, baker, carpenter, electrician, hairstylist, massage therapist, construction workers, sign language interpreter

CORE SKILL SET #4: TECHNOLOGY Artificial intelligence, IT, software, computer science, web development, database, information security, technology

CORE SKILL SET #5: MOTION Physical trainer, tour guide, police department, flight attendant, athletic, patrol, ranger, diver, dancer, archeologist

CORE SKILL SET #6: SERVICE Customers, service, manager, community, fundraising, social work, therapist, counselor, doctor, nurse, physician's assistant, professor, teacher, tutor, hospitality worker (hotels, resorts, etc), waiter/waitress, acupuncturist, art therapist, pastor, midwife, chiropractor.

CORE SKILL SET #7: COORDINATION Event planning, tour guide, program management, office management, purchasing, spa, hospital administration, child care administration, operations, project management

CORE SKILL SET #8: ANALYSIS Medical, legal, sommelier, economist, scientist, laboratory, testing, intelligence analyst, researcher

CORE SKILL SET #9: NUMBERS Statistician, accountant, bookkeeper, forensic accountant, mathematician, financial analyst, budget analyst, investment banker, stock trader, actuary, algorithms engineer

CORE SKILL SET #10: BEAUTY Photography, fashion, styling, food stylist, interior design, set design, dermatology, spa, makeup artist, wedding planning, cosmetic, model, graphic design, artist, fashion design, product management

PART II: TURN SIGNALS

In a world where we seek advice and feedback on our careers, making a You Turn is about becoming your own friend and listening to that wisdom inside of you. Choosing anything less is self-betrayal. - —Ashley Stahl, *You Turn*, Chapter 2

Now you'll take things a step further and begin to determine where you strayed away from your true self and identify how to return home to you.

DETERMINE YOUR CORE VALUES

What are your top 5 core values? These are the ideals you value most in life (e.g. freedom, connection, trust, humor competition). Define what each one means to you, and how it shows up in the way you live your life or the priorities you choose.

What do you think your core values mean for your career or workplace culture? Is your current job, or a certain aspect of your life, violating any core values?

How can you bring more of those words into your life?

ASSESS YOUR CORE INTERESTS

List 10 of your top interests without stopping or overthinking (e.g. fashion, travel, poetry, politics)

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Place a Star (*) next to 1-3 interests you could talk about all day long without getting tired.

Evaluate these interests and how they align or sync with your core nature and talents you identified above. Where is there overlap? What job titles and industries are you aware of, that possibly align with your interests?

YOU TURN EXCERPT, CHAPTER 6

When you avoid key Turn Signals in your career— your Core Interests, your intuition and your passions— you end up giving an unwarranted amount of focus to one of many interests that you have, turning into a career path you don't actually want...The good news is, usually you just need to eat a different slice of an industry pie, meaning you need to use a different Core Skill Set within the same industry, or even within the same company.

PART III: REROUTING

Clarity comes from engagement, not thought. —Ashley Stahl, *You Turn*

In order to truly make a You Turn, you must be willing to take physical action. Now is the time to get up and move!

GET MORE CONNECTED TO WHO YOU TRULY ARE.

Where and when do you feel the most alive and inspired? List people, places, and experiences that bring you to life (e.g. writing workshops, your dear friend, Paris, dance classes, movies, kayaking in your neighborhood lake).

Hop on meetup.com and research a group that does one of these activities. Put something on your calendar to go and engage with others (even virtually!) over something you genuinely enjoy. Reflect after the event on who you met, how the interactions made you feel, and what your follow-up steps will be moving forward (e.g. set up a meeting with someone you connected with, go back to the event, host a similar event yourself).

Group: _____ Activity: _____ Date: _____

Group: _____ Activity: _____ Date: _____

Group: _____ Activity: _____ Date: _____

START A JOY JOURNAL

Begin to notice what lights you up. When you're feeling disconnected, frustrated, or alone, commit to 30 days of writing down the moments in your day that light you up. While you are taking action networking, meeting new people, and exploring alternative ventures, joy will bubble up in new ways. At the end of the 30 days, search for patterns in your inspiration.

What skill set are you using most when you're filled with joy?

What do you tend to be doing when you feel joy (are you alone or around people, are you outside moving your body or working diligently through a spreadsheet on your laptop)?

How can you incorporate more of these moments in your job, life, and relationships?

LEVERAGE YOUR CORE MOTIVATORS

Look at the motivators below, and write which one motivates you when you're wounded (in fear or smallness), versus which one motivates you when you're deeply inspired?

Motivators

Visibility

Training

Ease

Spending

Self-Expression

Accomplishment

Meaning

Optimal health

Time

Impact

Meaning: Doing work that aligns with a spiritual purpose.

Optimal Health: Work that supports your health or physical wellness.

Time: Work that allows you time, freedom, or flexibility.

Impact: Work that you know is changing the world or making a difference.

Visibility: Work that grants you prestige or recognition by others.

Accomplishment: Work that grants you a sense of completion.

Training: Work that allows growth, learning, and expansion.

Ease: Work that allows you comfort, which means it helps you avoid shame, fear, anxiety, and physical or emotional pain.

Spending: Work that supports you in making, saving, or keeping money.

Self-Expression: Work that grants you the freedom to channel your emotions and ideas to life.

Wounded: _____

Inspired: _____

Is your current career, and life, rooted in your core motivator?

What projects have you done at work (ever) that are reflections of your core motivator?



What adjustments can you make in your career to align more closely with what truly motivates you?

PART IV: HIGHWAY TO HAPPINESS

The "wrong" path is part of a necessary process to lead you to the right path. —Ashley Stahl, You Turn, Chapter 12

YOU TURN EXCERPT, CHAPTER 12

What is that voice in your heart telling you about what you are meant for? If you don't hear it chiming in, realize that's the work you need to do right now, the work of simply connecting to yourself. That starts with creating the circumstances in your life that would grant your mind the stillness it would need to hear the voice of your heart.

To continue the journey and dive deeper into your *You Turn*, get the full book at: youturnbook.com.

And be sure to tune into the *You Turn* Podcast for weekly episodes to grow and upgrade your mindset with Ashley Stahl.