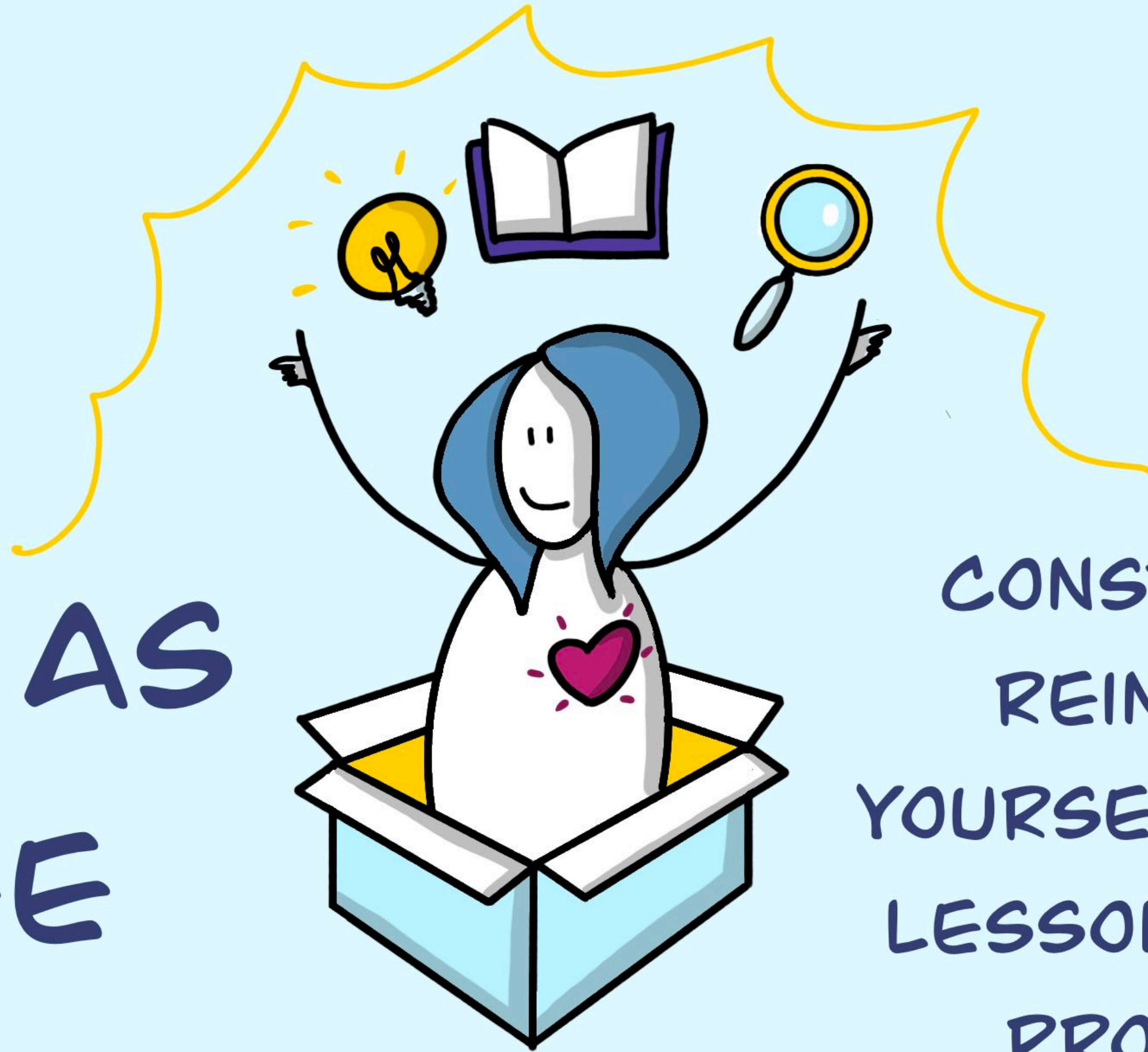


YOU AS
THE
PRODUCT



CONSTANTLY
REINVENT
YOURSELF USING
LESSONS FROM
PRODUCT
INNOVATION

COMPANY PORTFOLIO

Grow

Search

Excel at and improve what they have



EXPLOIT
THE PRESENT

EXPLORE
THE FUTURE

EXECUTE

INNOVATE

YOUR PORTFOLIO OF SKILLS

Grow

Search

Something you are already good at



EXPLOIT

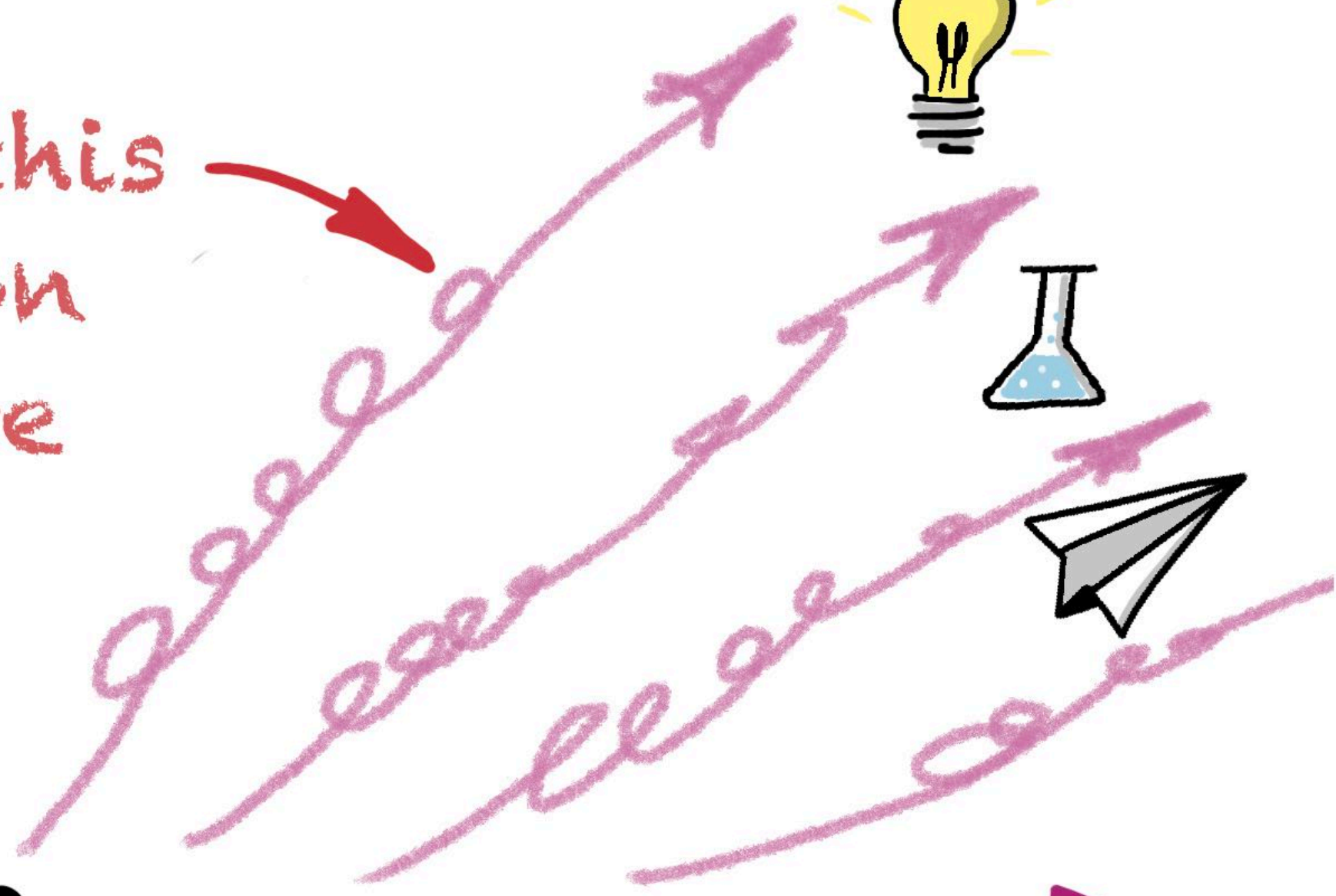
EXPLORE

YOU CURRENT SKILLS
AND ACTIVITIES THAT
EARN YOU A LIVING

NEW OPPORTUNITIES
TO EXPLORE TO EARN
A LIVING

YOUR PORTFOLIO OF SKILLS

You should start this when the situation is still good here



EXPLOIT

EXPLORE

YOU CURRENT SKILLS
AND ACTIVITIES THAT
EARN YOU A LIVING

NEW OPPORTUNITIES
TO EXPLORE TO EARN
A LIVING

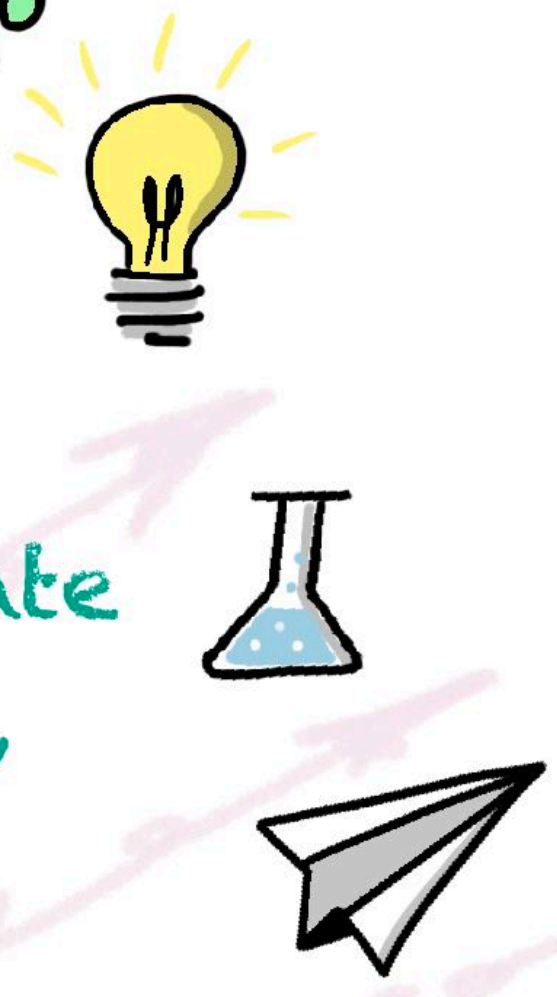
YOUR PORTFOLIO OF SKILLS

Stability
Confidence
Quality
Efficiency
Might become boring

Short term



Exciting
Experimental
Go fast and validate
"Good enough"
Long term
Messy
No confidence



EXPLOIT

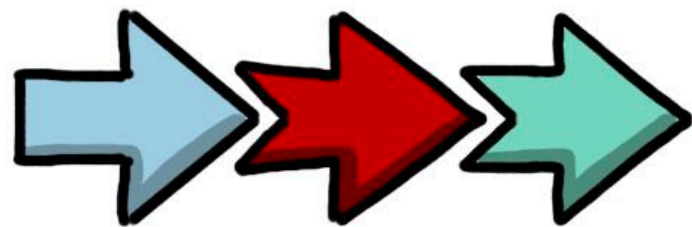
YOU CURRENT SKILLS
AND ACTIVITIES THAT
EARN YOU A LIVING

EXPLORE

NEW OPPORTUNITIES
TO EXPLORE TO EARN
A LIVING

LEVELS OF PERSONAL INNOVATION

YOU ARE BECOMING
BETTER AT WHAT YOU ARE
ALREADY DOING



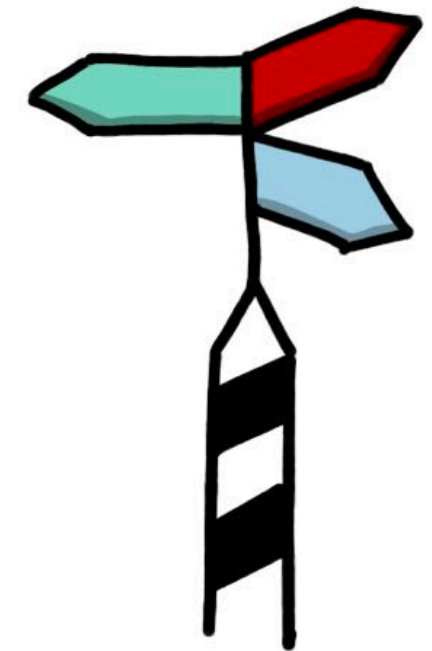
OPERATIONAL

YOU LEARN NEW SKILLS OR
EXPAND YOUR SET OF
ACTIVITIES



PRODUCT

YOU LEARN A NEW
PROFESSION OR START
A BRAND-NEW CARRER



STRATEGIC

Highest Impact

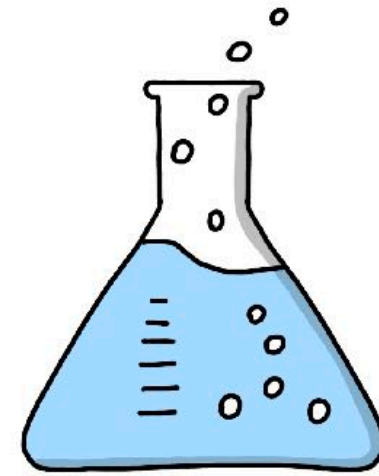
Highest Risk

JuliaVastrik.com

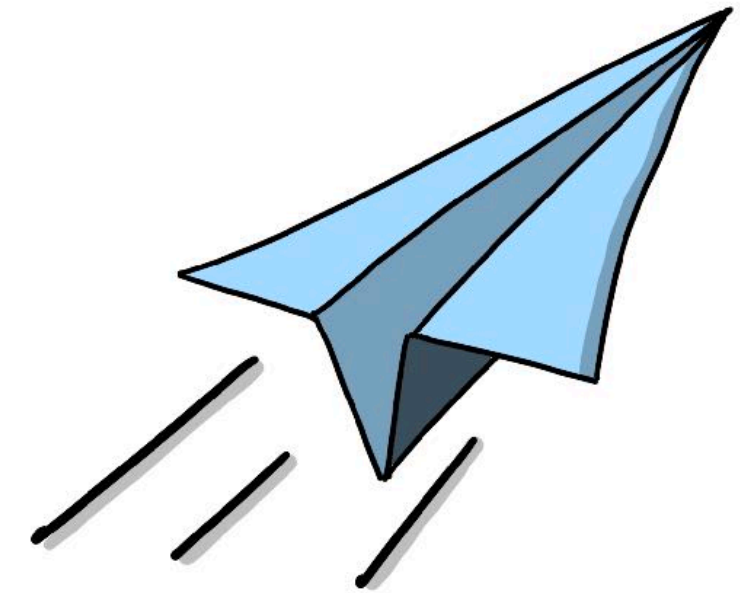
THE SIX ELEMENTS OF PERSONAL INNOVATION



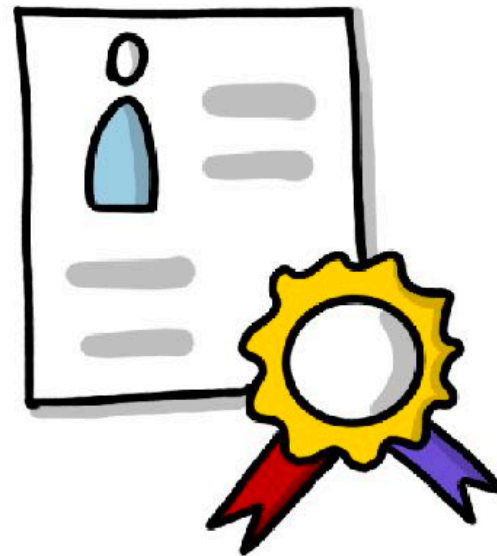
IDEATE



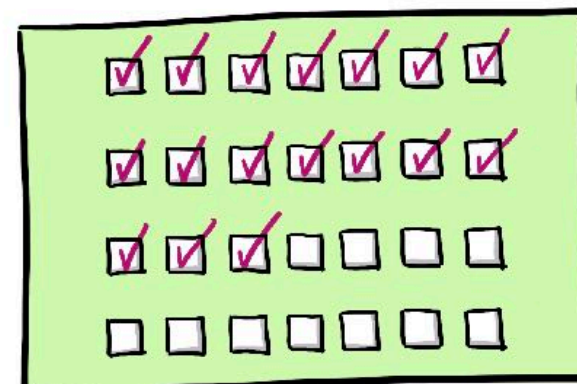
VALIDATE



MVP



BRAND



EXECUTE



FOCUS

IDEATE



EXPLORE

DIVERGE

CONVERGE

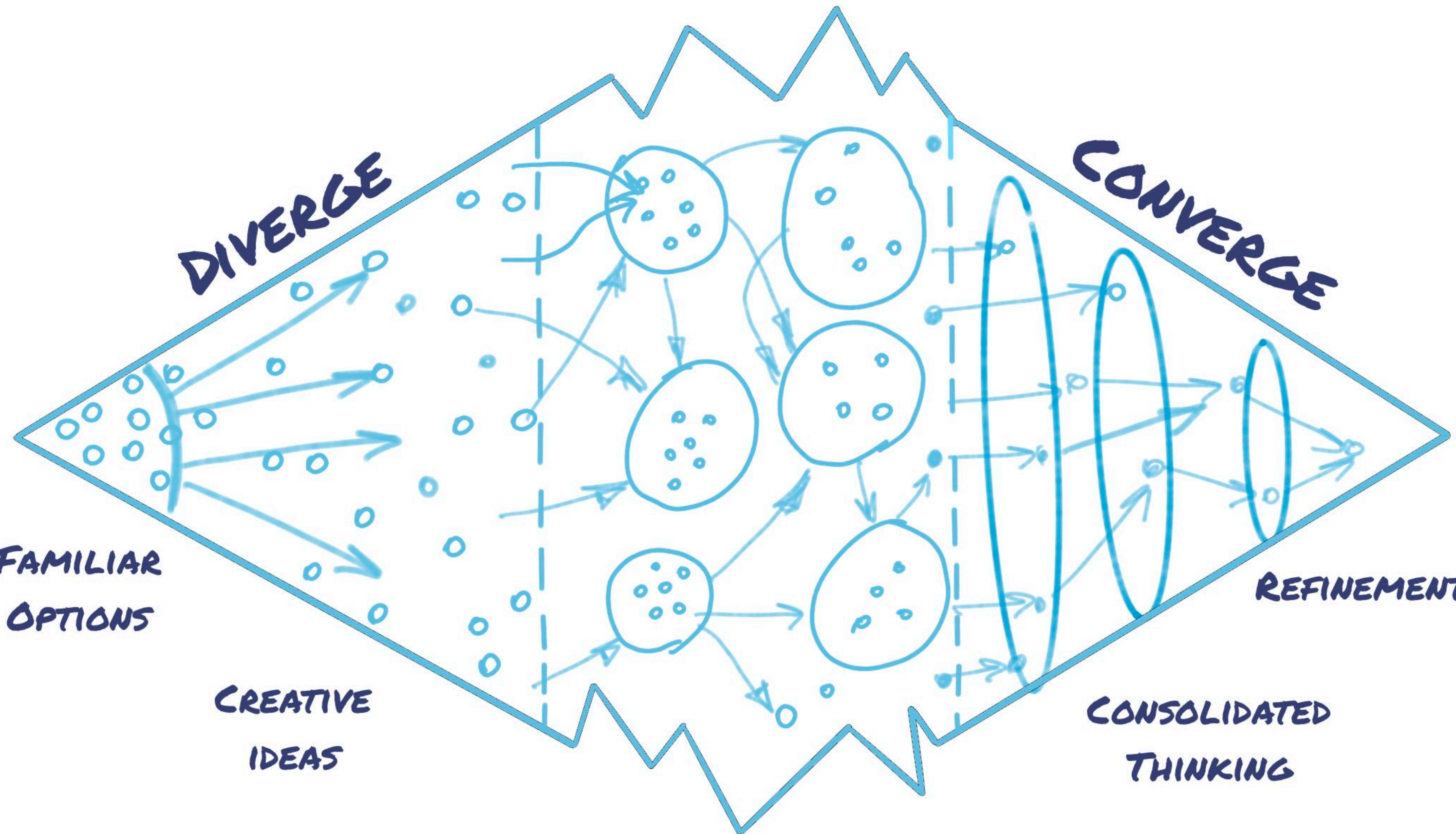
FAMILIAR
OPTIONS

CREATIVE
IDEAS

REFINEMENTS

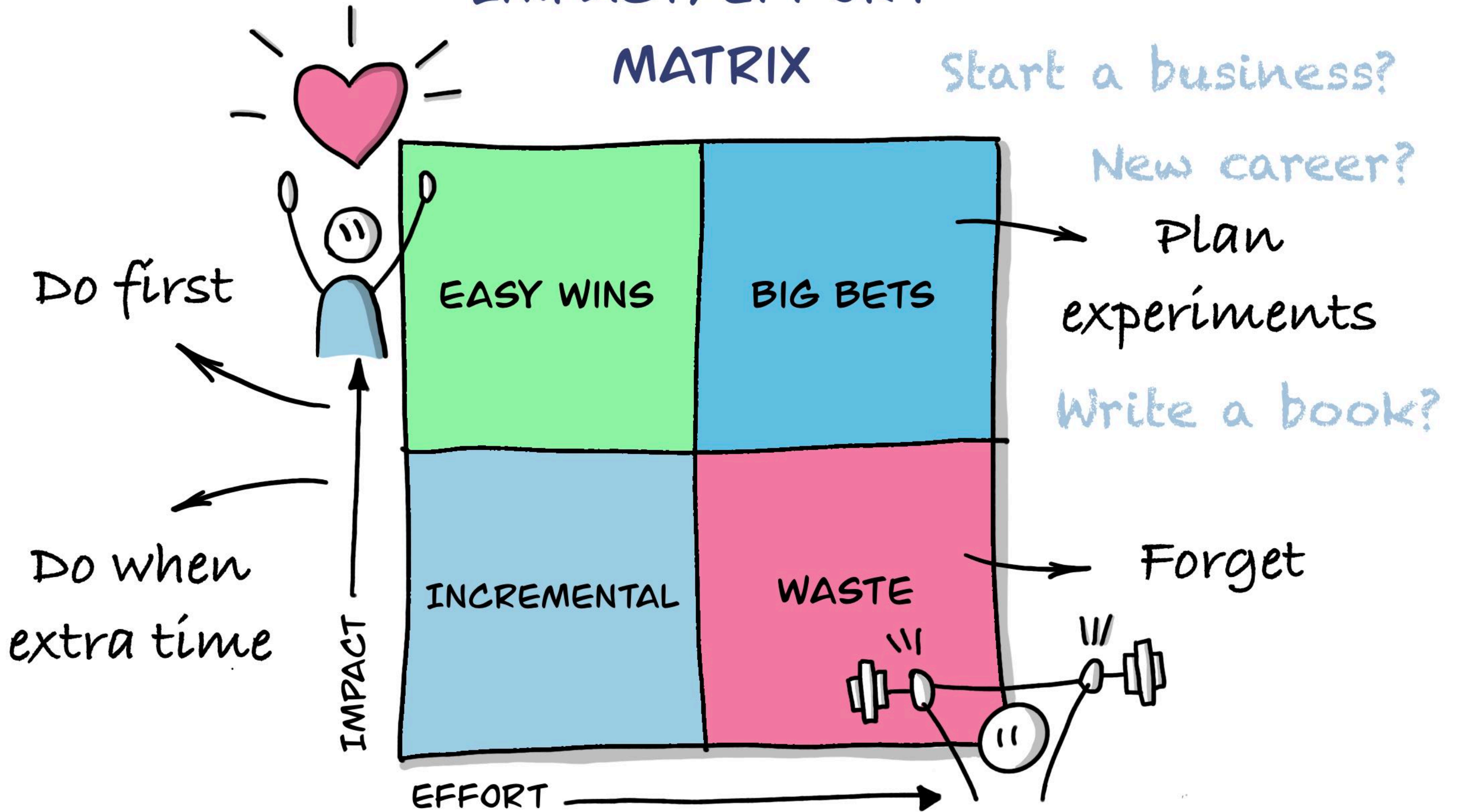
CONSOLIDATED
THINKING

EMERGENT
THINKING

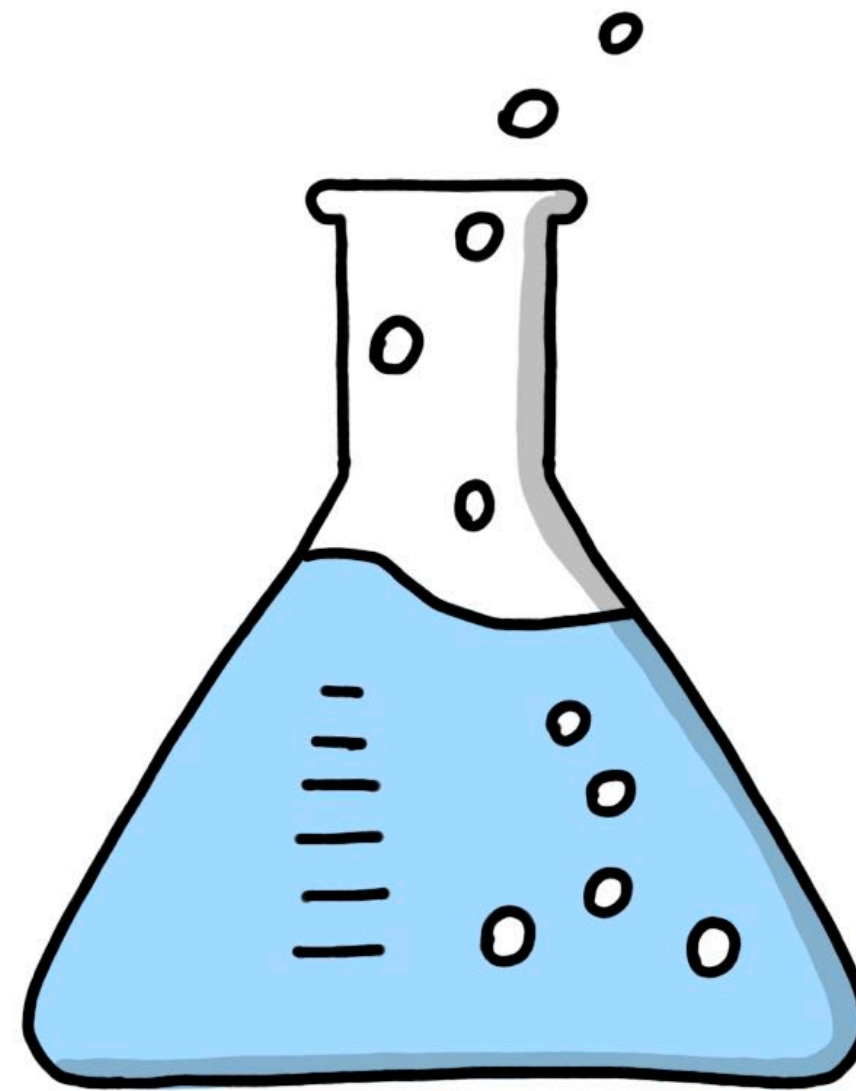


PRIORITIZE YOUR IDEAS

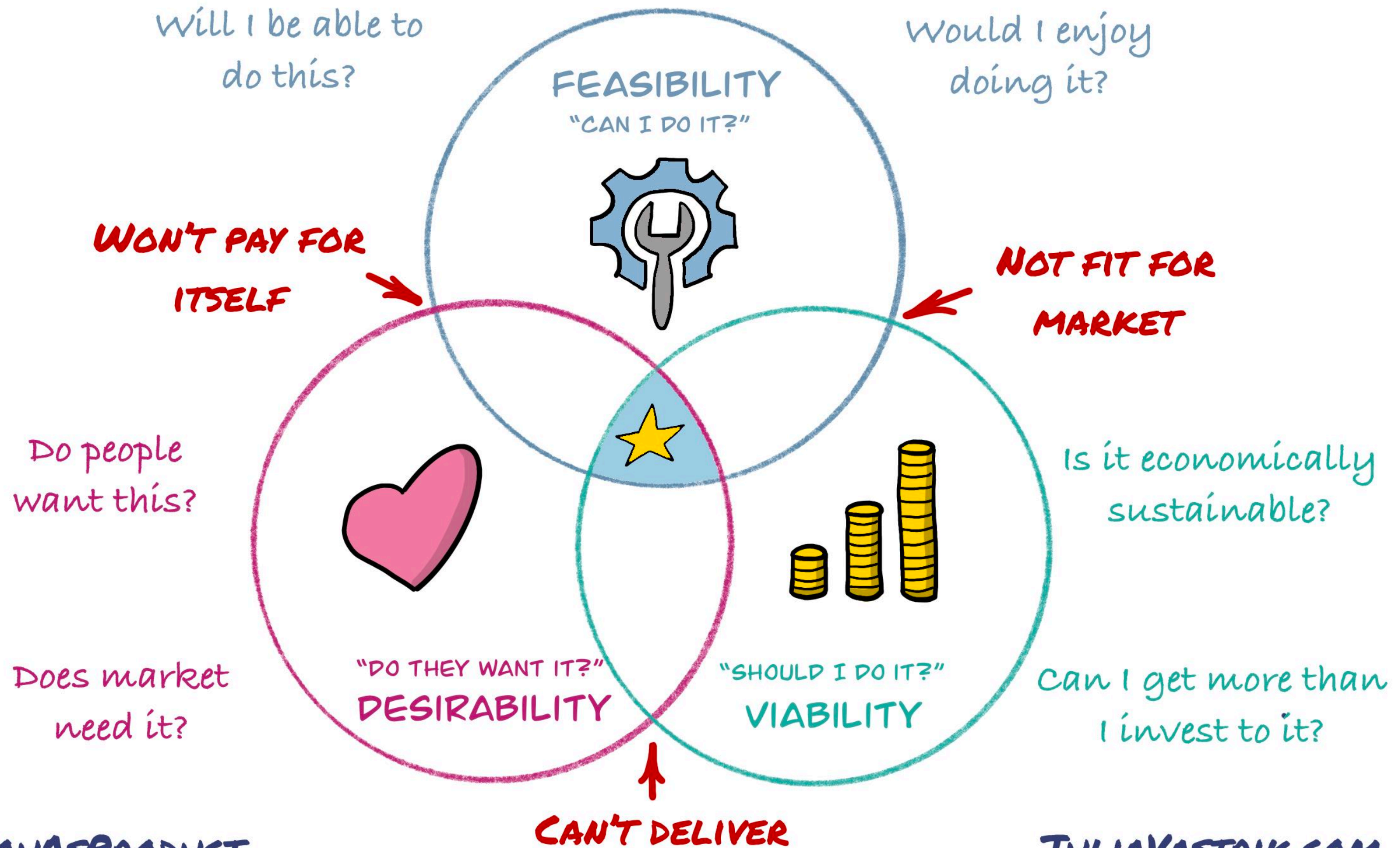
IMPACT/EFFORT MATRIX



VALIDATE



VALIDATE YOUR IDEAS OF NEW SKILLS



HOW TO VALIDATE YOUR IDEAS OF NEW SKILLS

HONESTLY ASSESS YOUR
CAPABILITIES

CREATE A LEARNING PLAN

START PRACTICING

JOB ADS RESEARCH

INDUSTRY REPORTS

CONSULT WITH
PROFESSIONALS

SHARE YOUR WORK
AND LEARNING

TEACH OTHERS

#YOUASPRODUCT

FEASIBILITY
"CAN I DO IT?"



ASSESS YOUR PROGRESS

SHADOW A PROFESSIONAL

SEEK EXPERT OPINIONS

SALARY REPORTS

MARKET TRENDS
ANALYSIS

ROI ANALYSIS

COST OF CERTIFICATION
RENEWAL

ALIGNEMENT WITH YOUR
CAREER GOALS

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"DO THEY WANT IT?"
DESIRABILITY

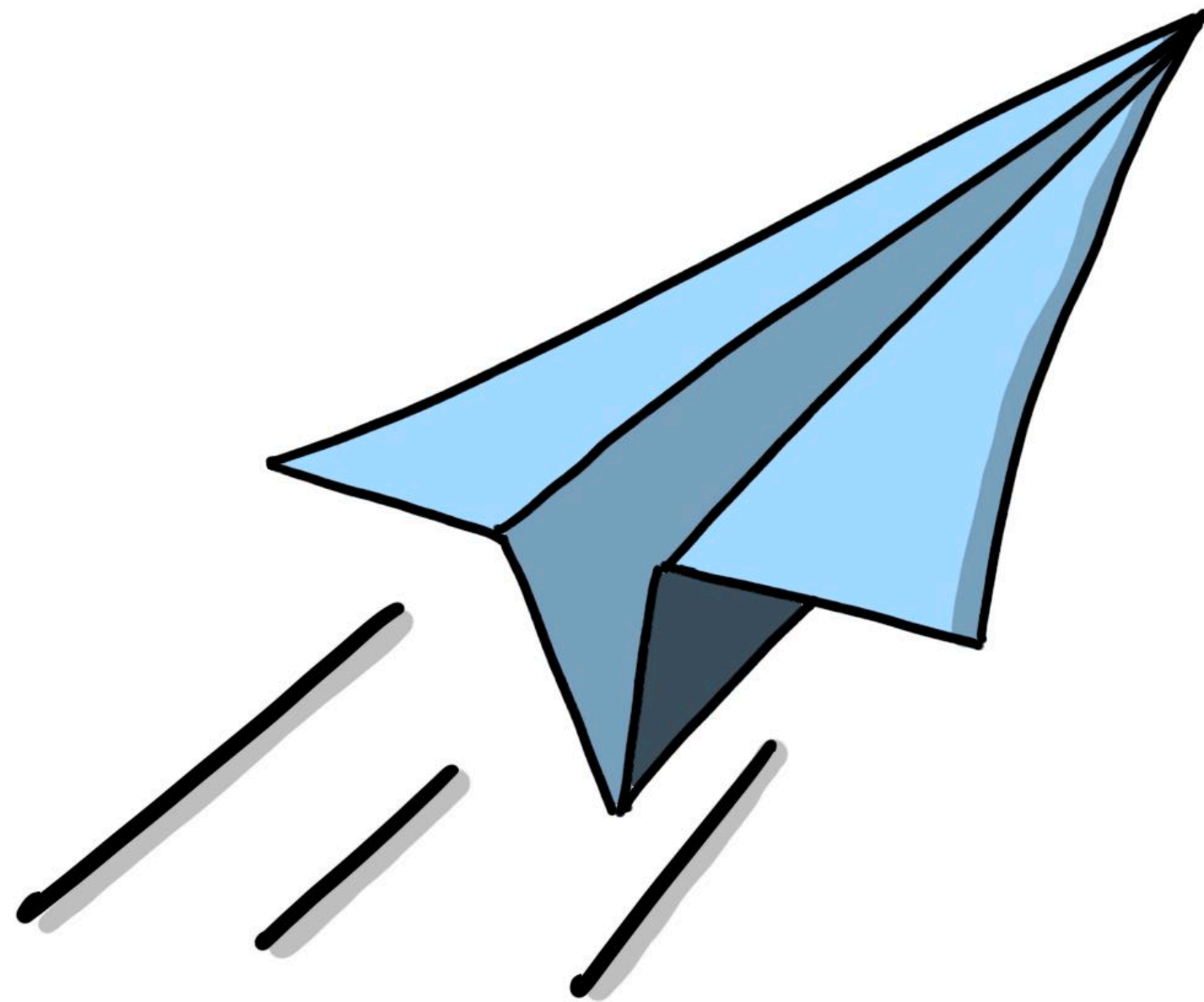


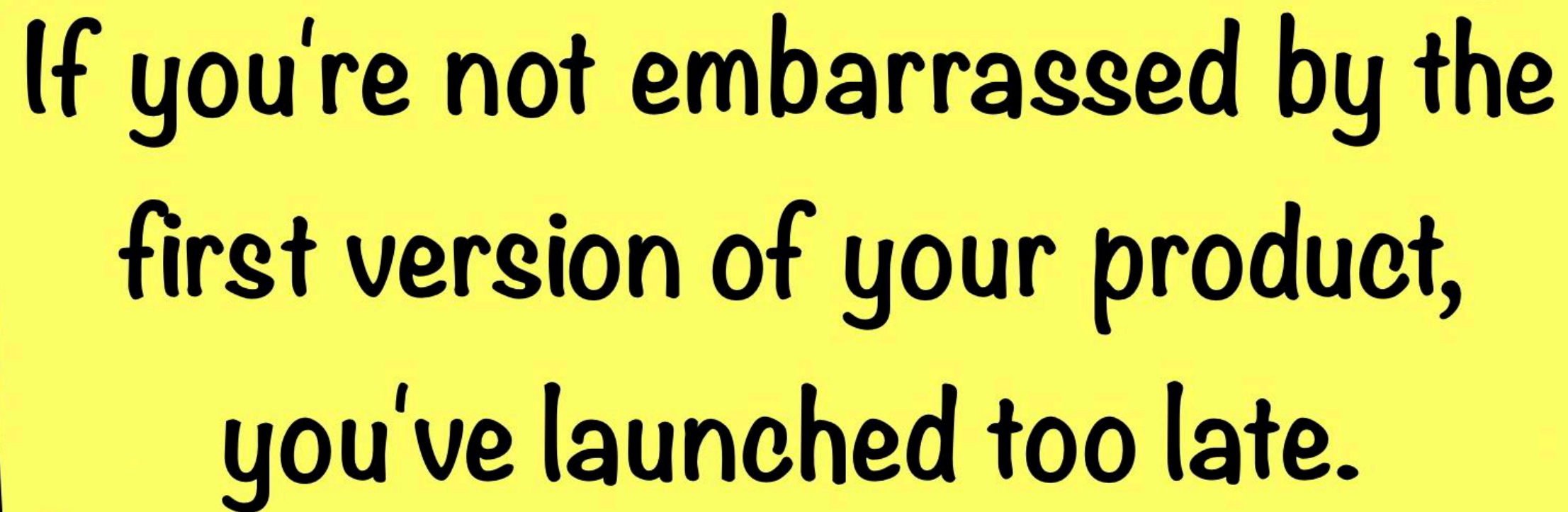
"SHOULD I DO IT?"
VIABILITY



MVP

(MINIMAL VIABLE PRODUCT)





If you're not embarrassed by the
first version of your product,
you've launched too late.

- Reid Hoffmann, Co-founder of LinkedIn -

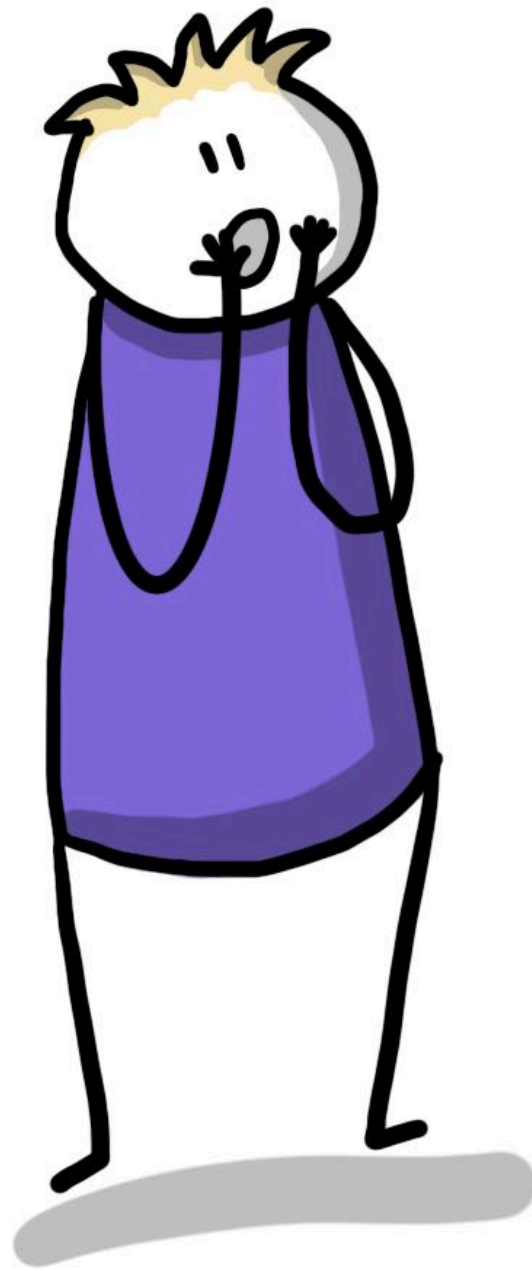
EMBRACE DISCOMFORT

START
PRACTICING
EARLY



BEFORE YOU
ARE "READY"

LEARNING REQUIRES PRACTICE AND MAKING A LOT OF MISTAKES



MISTAKES ARE
UNCOMFORTABLE



BUT THEY HELP US
PROGRESS

MAKING MORE MISTAKES

THEORY



LOOKING STUPID

REALITY

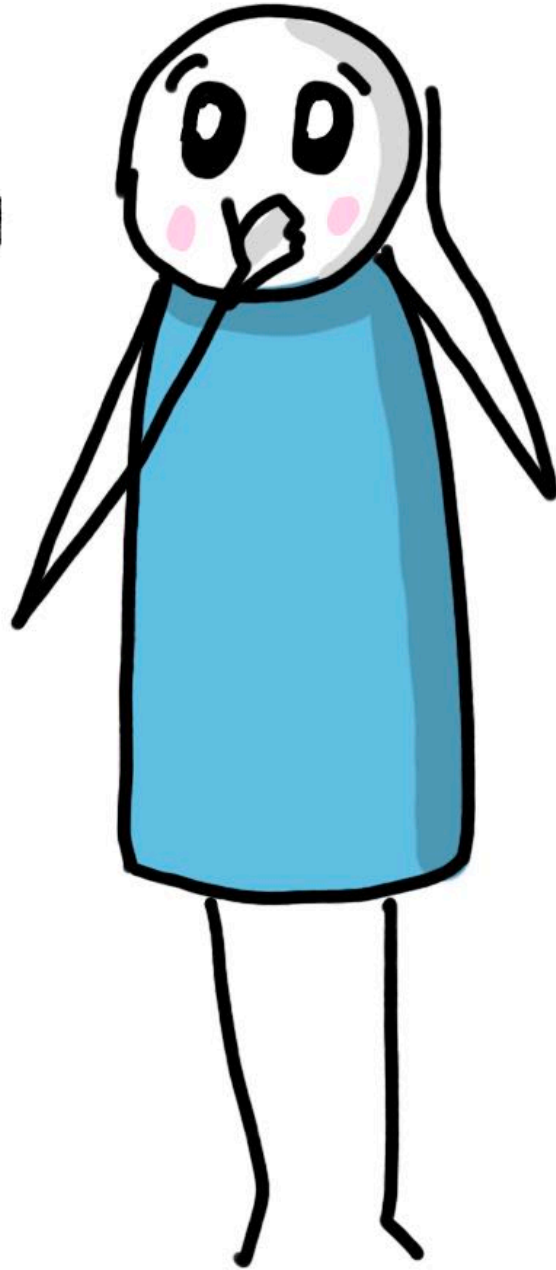


GETTING SMARTER

MAKING MORE MISTAKES

THEORY

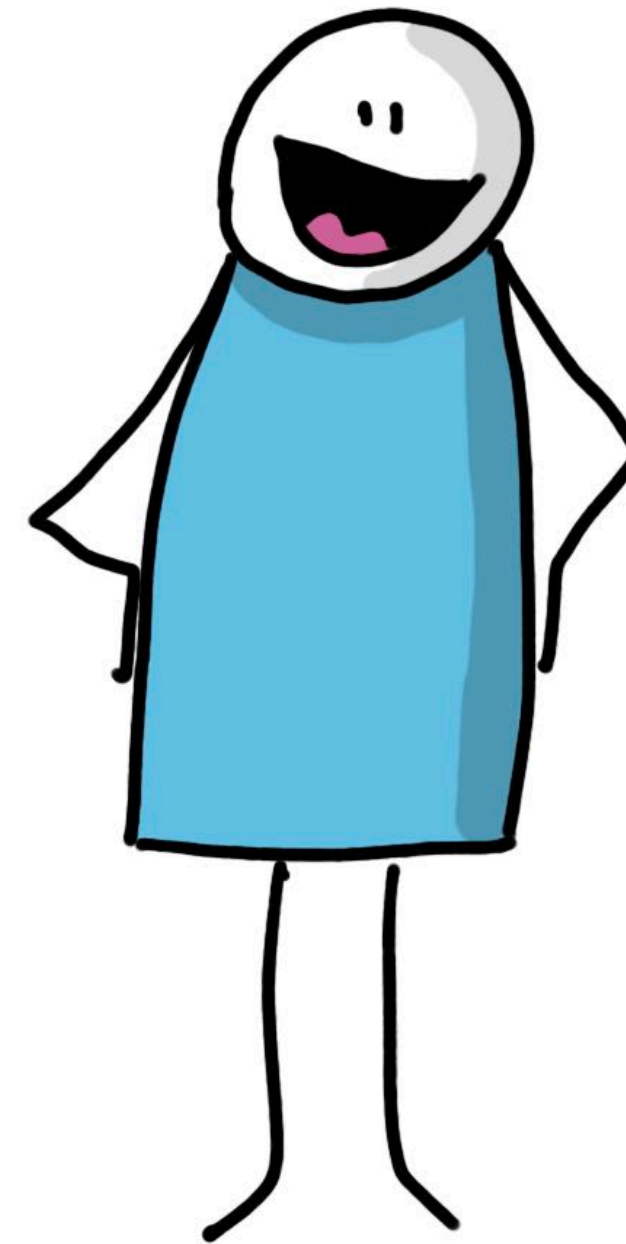
Have I really said that?



FEELING SHAME

REALITY

Big deal!



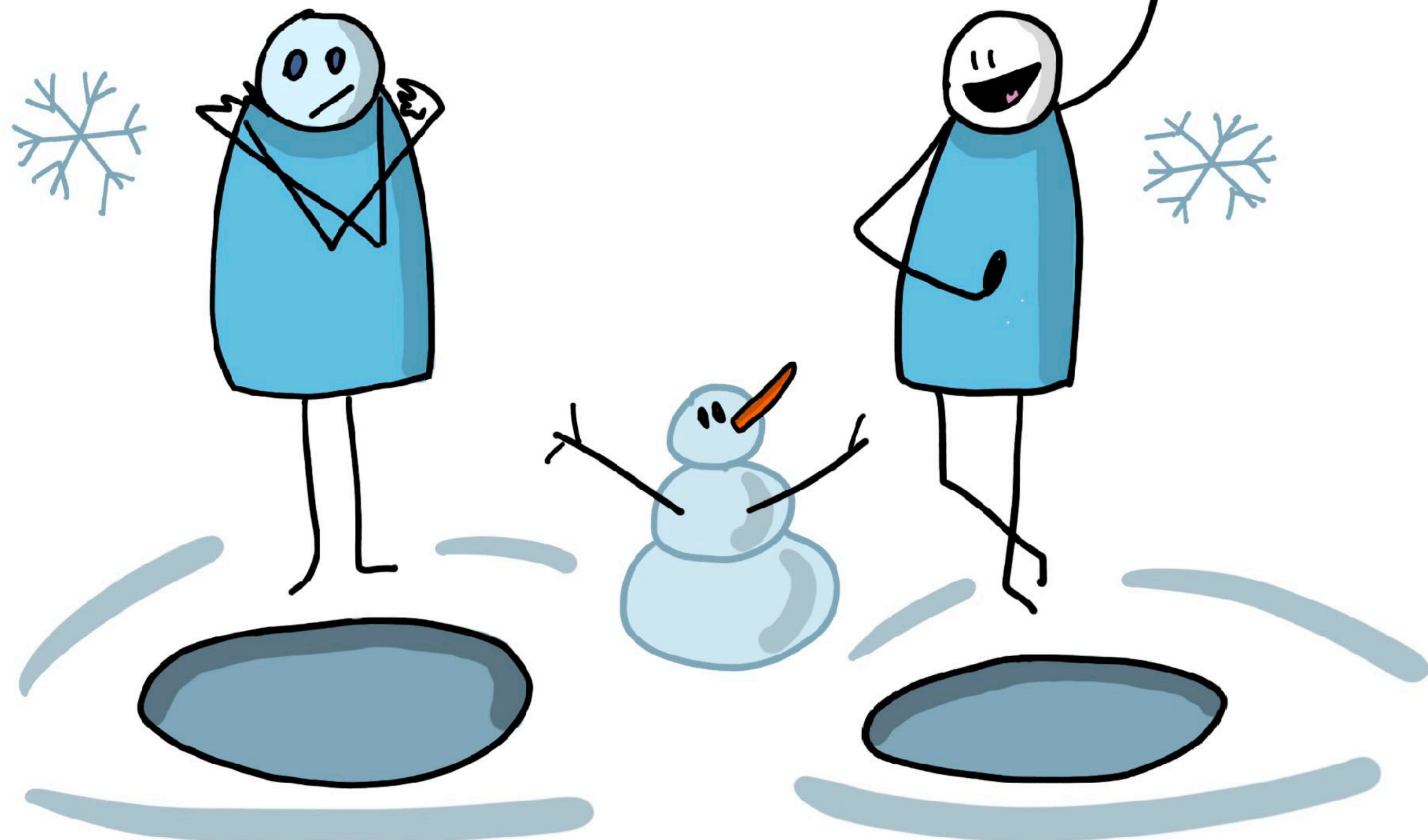
GAINING COURAGE



MAKING MORE MISTAKES

THEORY

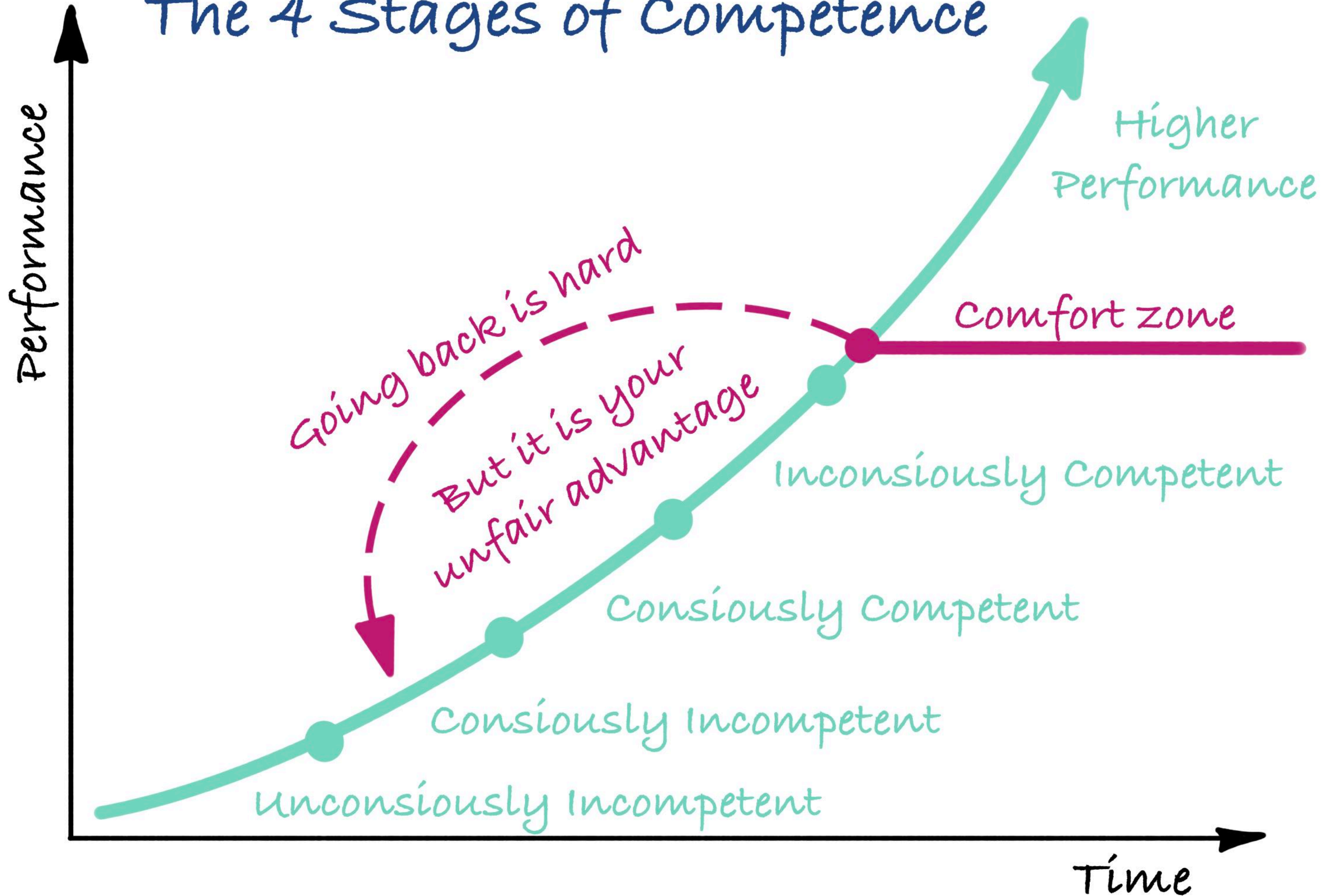
REALITY

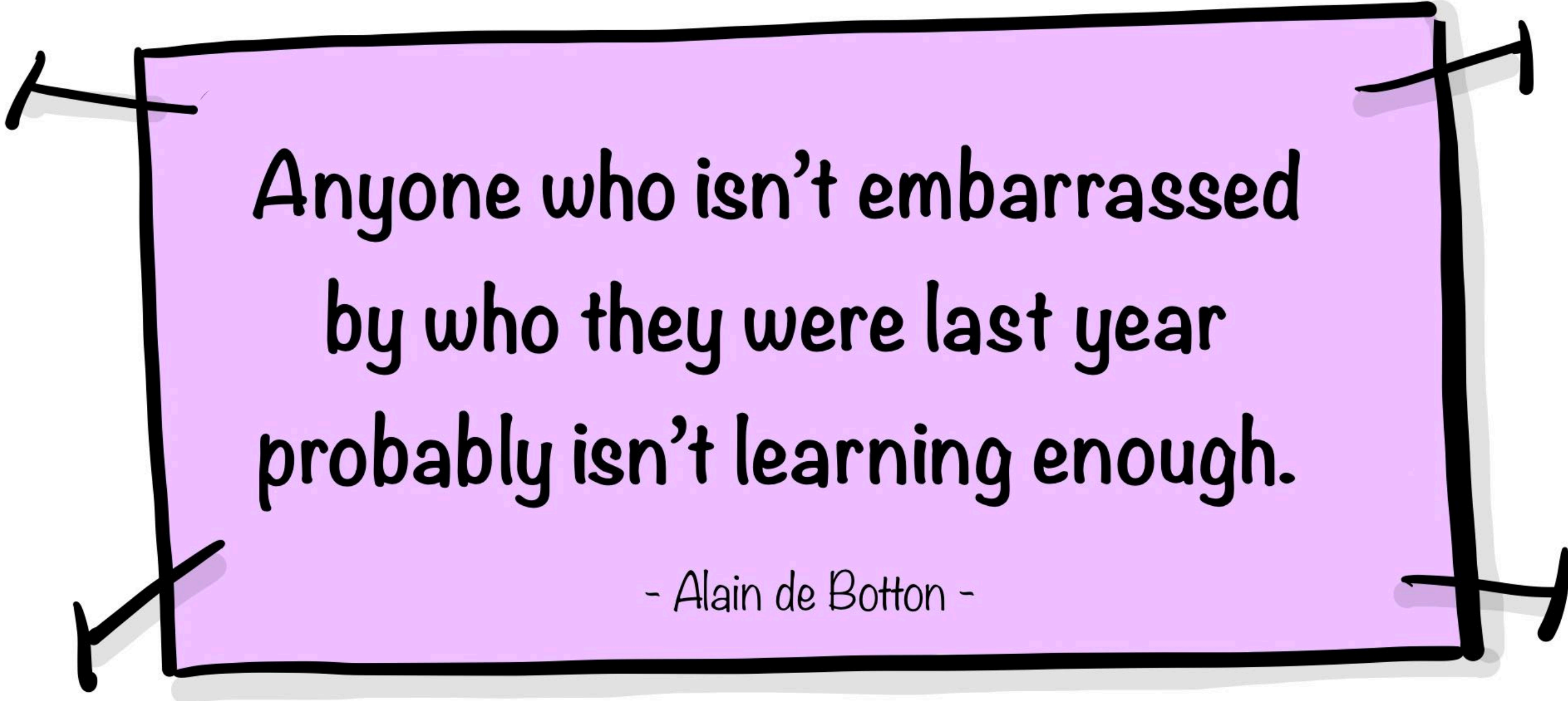


EXPERIENCING DISCOMFORT

EXPANDING YOUR COMFORT ZONE

The 4 Stages of Competence





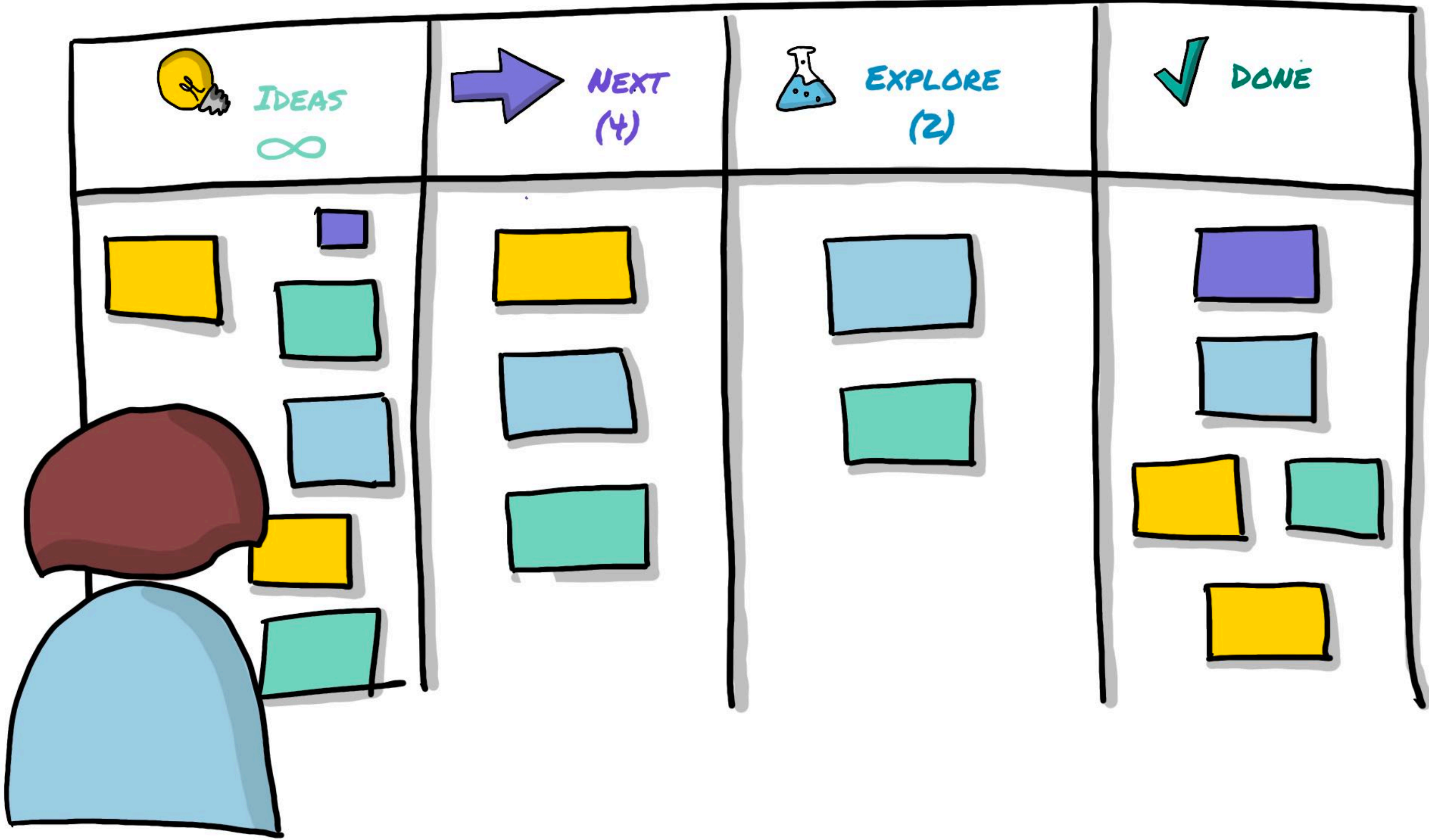
Anyone who isn't embarrassed
by who they were last year
probably isn't learning enough.

- Alain de Botton -

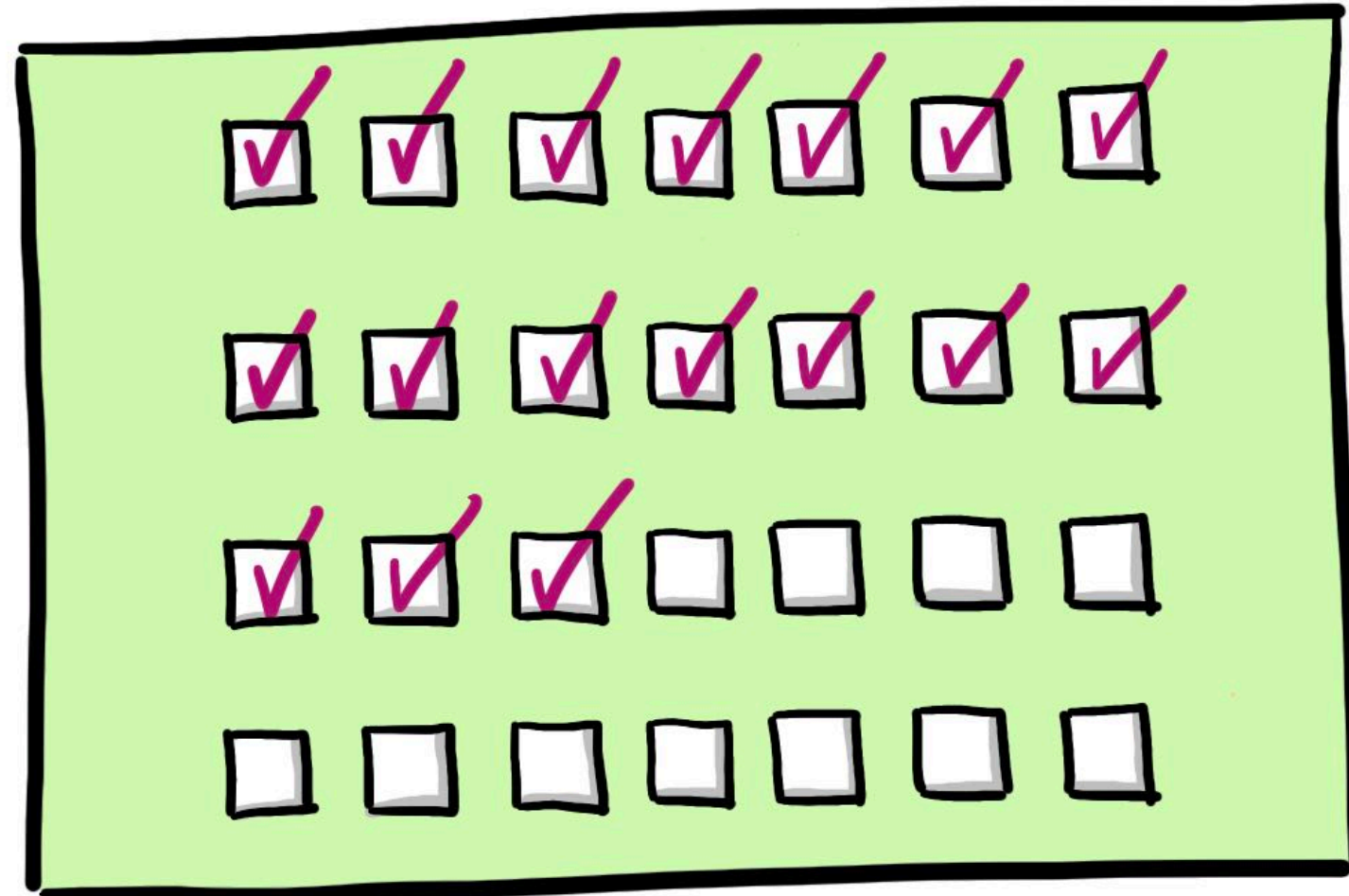
FOCUS



LIMIT WIP



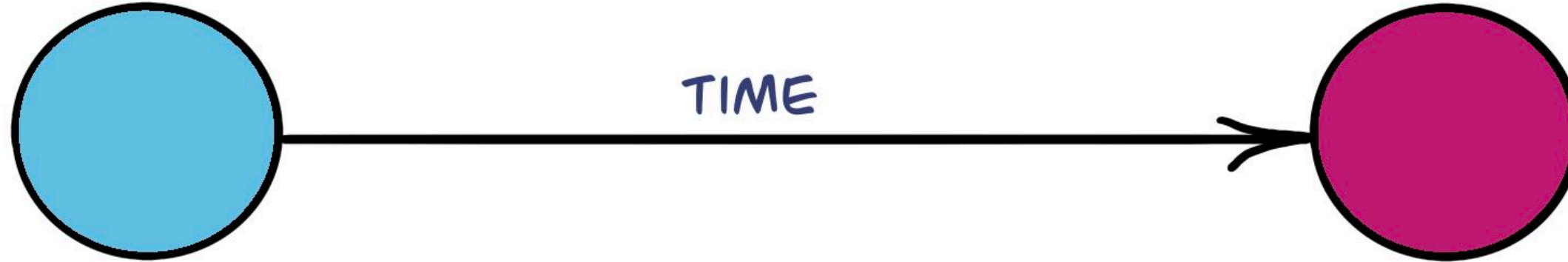
EXECUTE



INSTANT GRATIFICATION VS. LONG-TERM GAINS

FEELS GOOD NOW

COSTLY IN THE LONG RUN

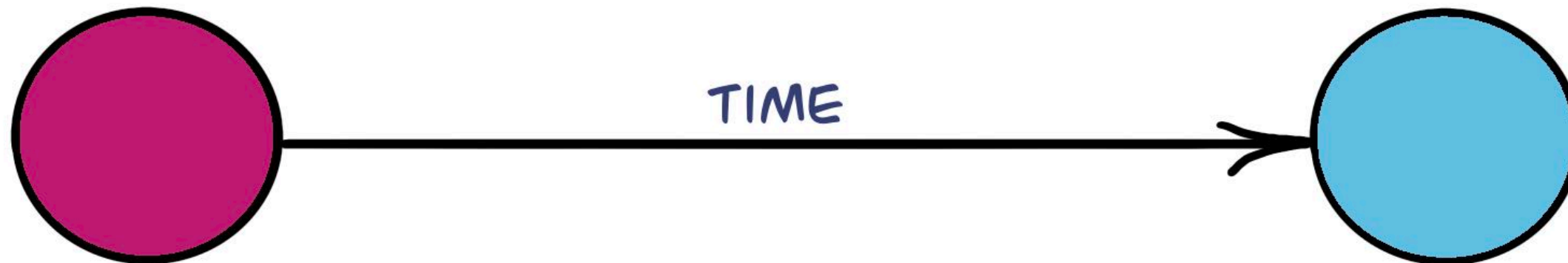


YOU DO NOTHING

YOU BECOME IRRELEVANT

REQUIRES EFFORTS NOW

HEALTHY IN THE LONG RUN



YOU REINVENT YOURSELF

YOU BECOME INVINCIBLE

C
O
N
S
I
S
T
E
N
C
Y

INCONSISTENTLY DOING THE RIGHT THINGS

Mo Tu We Th Fr Sa Su Mo Tu



VS.

CONSISTENTLY DOING THE WRONG THINGS

Mo Tu We Th Fr Sa Su Mo Tu



VS.

CONSISTENTLY DOING THE RIGHT THINGS

Mo Tu We Th Fr Sa Su Mo Tu

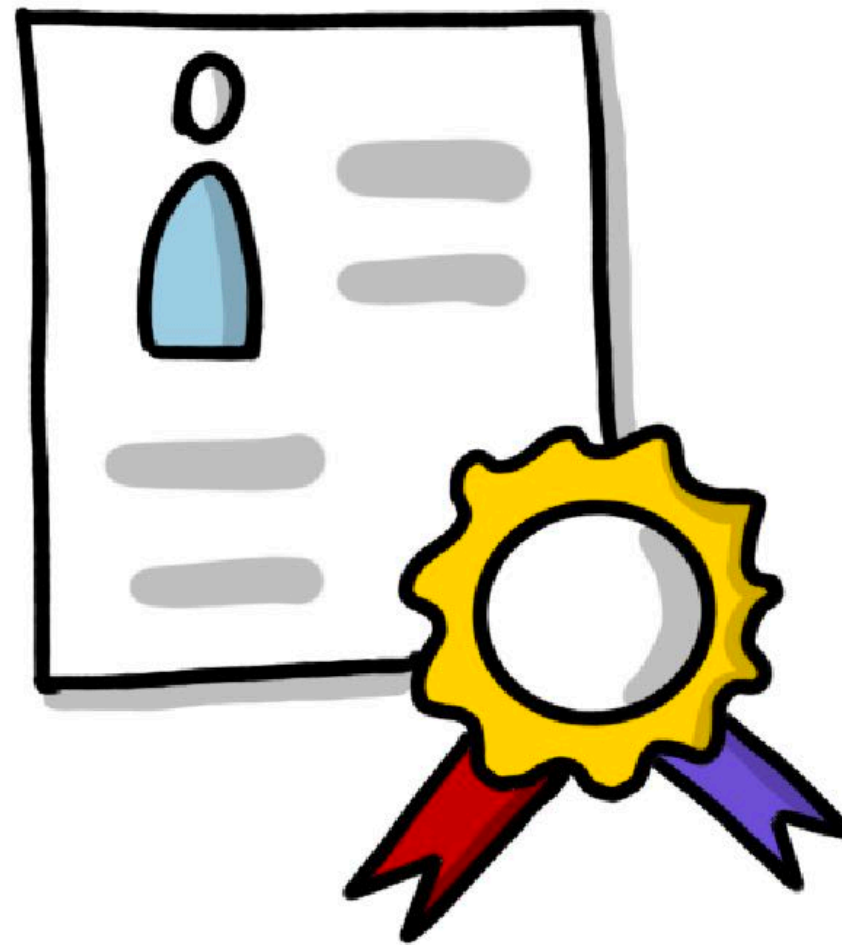




The price of excellence is discipline.
The cost of mediocrity is
disappointment.

- William Arthur Ward -

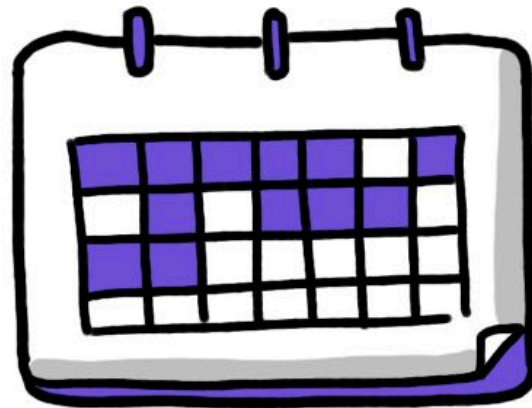
BRAND YOURSELF



BRANDING IS A VALUE MULTIPLIER



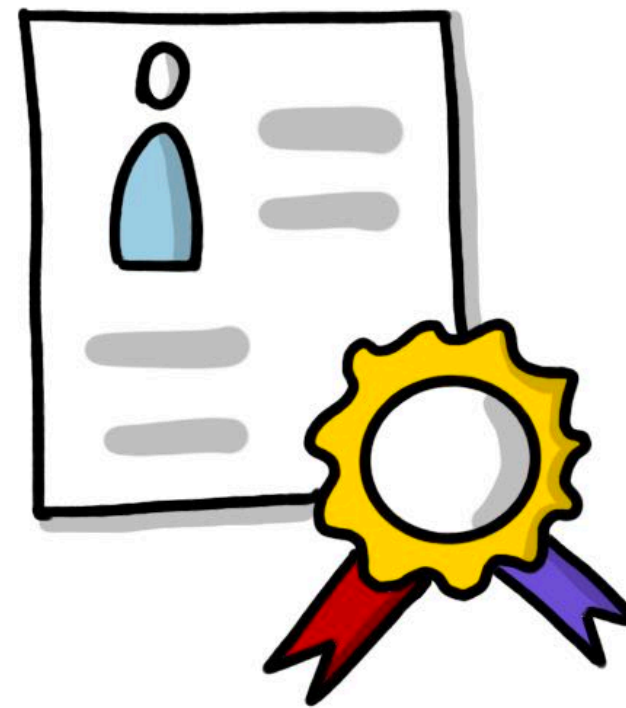
IT IS NOT BRAGGING ABOUT
YOUR ACHIEVEMENTS



IT WILL TAKE LONGER
THAN YOU EXPECT

#YOUASPRODUCT

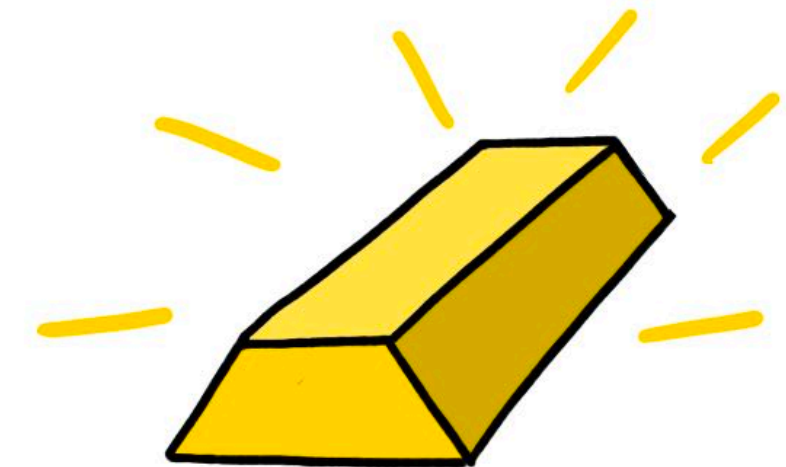
BUT
BUILDING REPUTATION



AND
SHOWING YOUR
EXPERTISE



BY OFFERING SOMETHING
USEFUL TO OTHERS



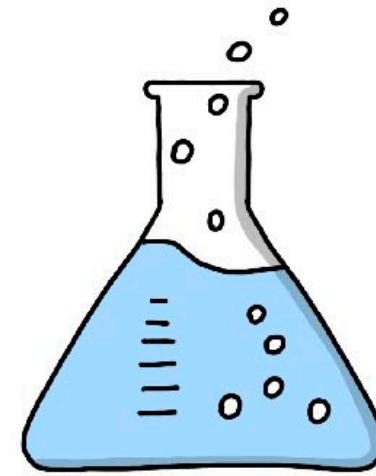
AND REMEMBER:
YOU NEED TO CREATE VALUE
FIRST

JULIAVASTRIK.COM

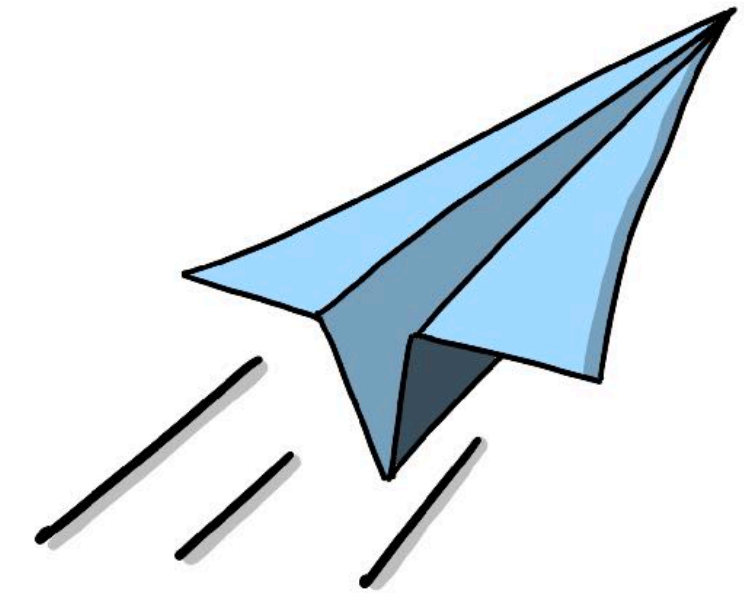
THE SIX ELEMENTS OF PERSONAL INNOVATION



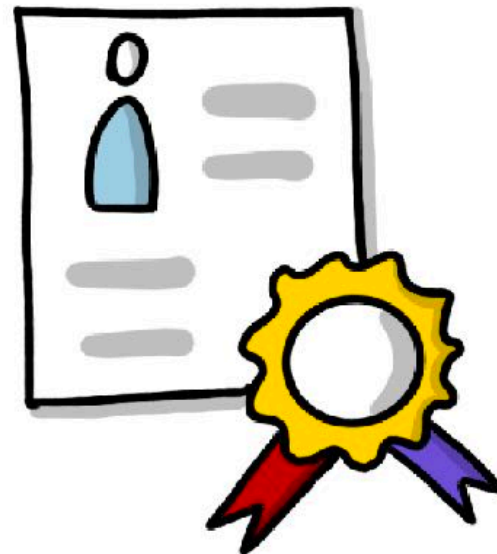
IDEATE



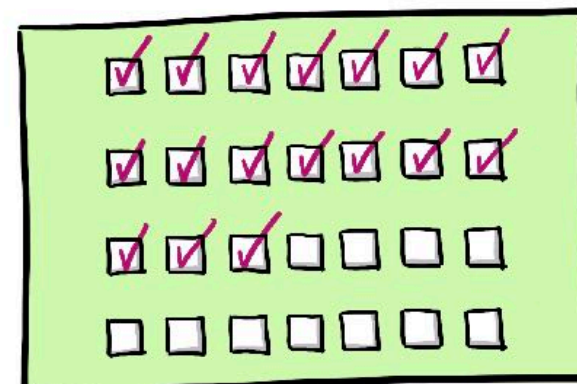
VALIDATE



MVP



BRAND

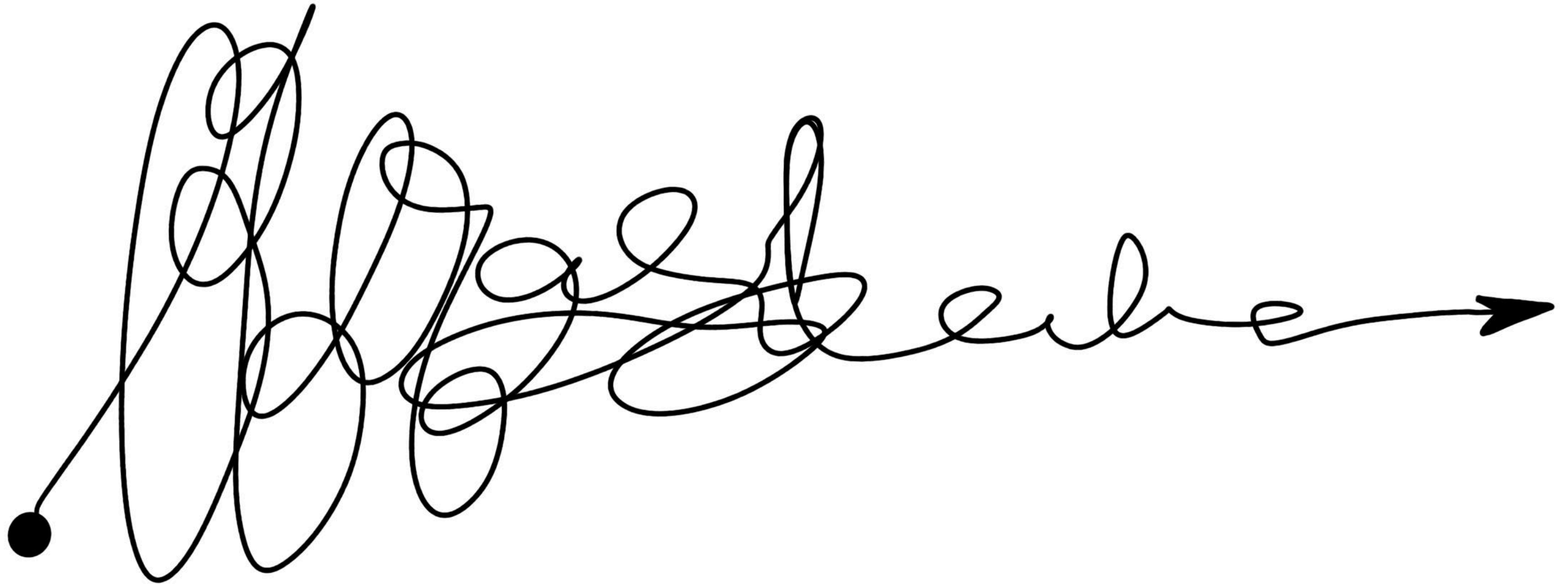


EXECUTE



FOCUS

IT WILL BE MESSY



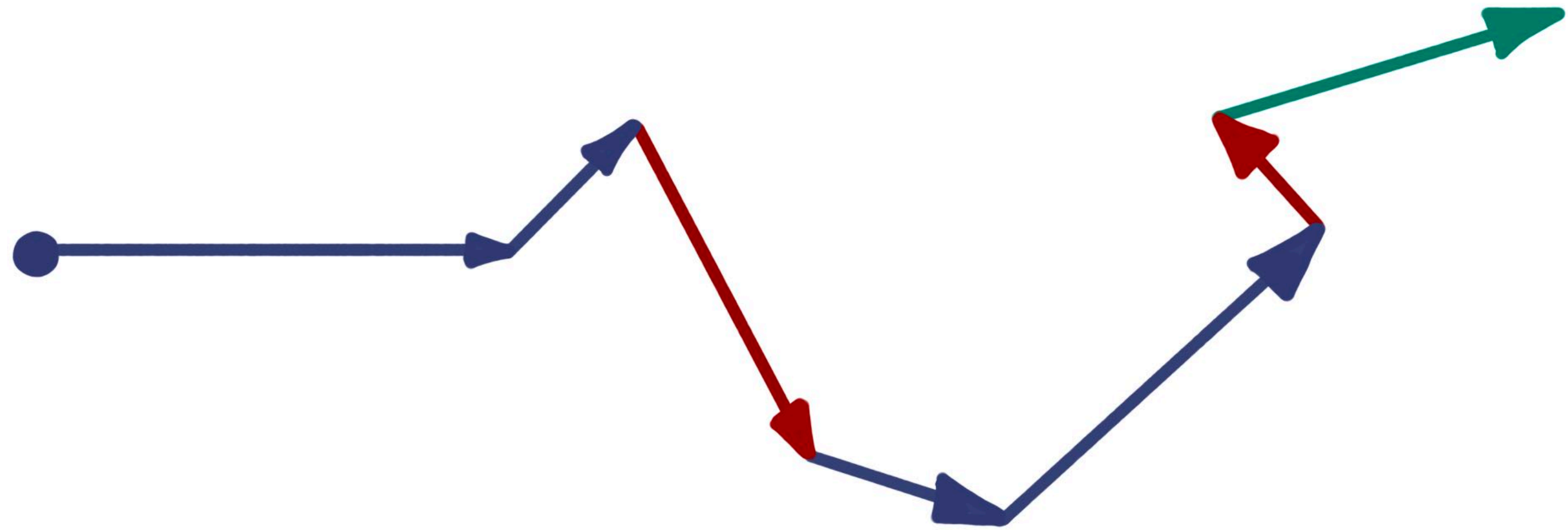
AND WILL TAKE LONGER THAN YOU EXPECT



Survival is optional.
No one has to change.

-W. Edwards Deming -

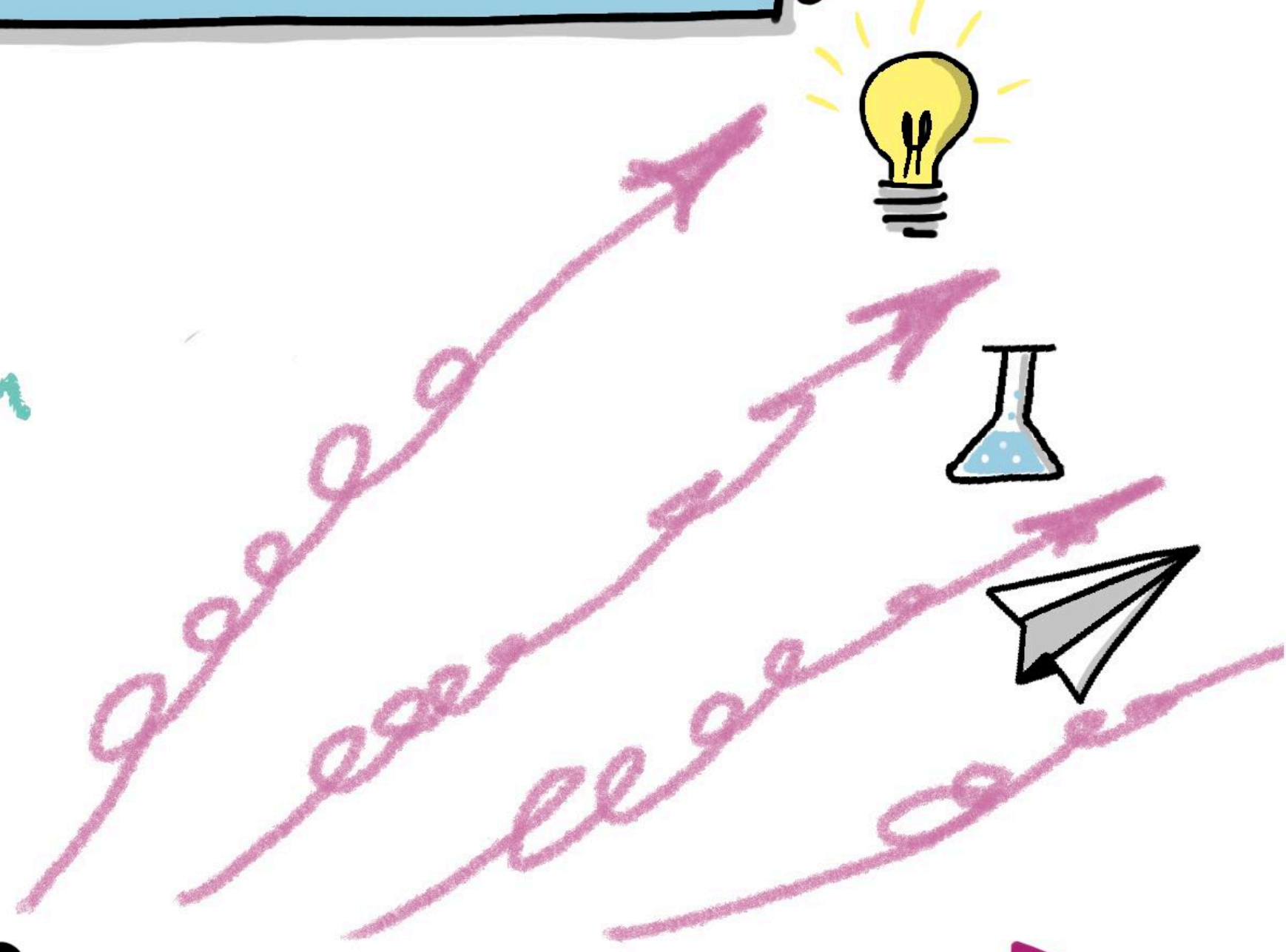
TO ADAPT TO THE CHANGING WORLD WE WILL NEED
TO PIVOT OUR CAREERS SEVERAL TIMES
THROUGHOUT OUR LIVE



THUS, THE MOST IMPORTANT SKILL FOR US TO LEARN
BECOMES ABILITY TO LEARN NEW SKILLS

YOUR PORTFOLIO OF SKILLS

Assign time percentage for both types of activities

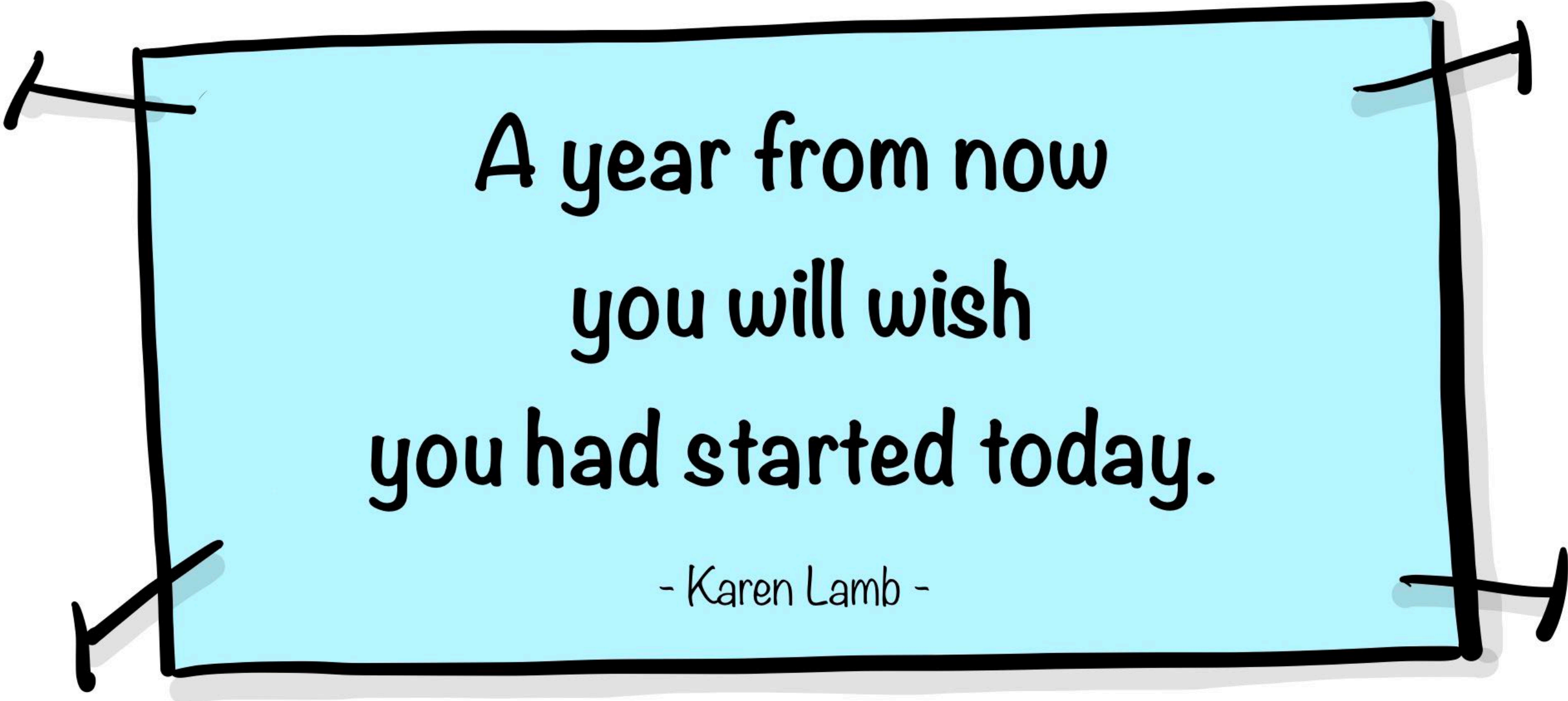


EXPLOIT

YOU CURRENT SKILLS
AND ACTIVITIES THAT
EARN YOU A LIVING

EXPLORE

NEW OPPORTUNITIES
TO EXPLORE TO EARN
A LIVING



A year from now
you will wish
you had started today.

- Karen Lamb -