

Erica Sosna\*

CAREER MATTERS

The secret to  
getting big  
things done

**When you have a specific goal in mind, you can feel excited and psyched but also quite overwhelmed. You look at where you are now and where you want to be and the path doesn't seem clear and the scale of your goal seems overwhelming.**

**You don't know where to start.**

**You feel exhausted just looking at it.**

**The fear and self doubt creep in.**

## **You're in danger of abandoning all hope!**

Look I am here to tell you .....this is totally normal. Not fun. But normal.

"The journey of a thousand miles begins with a single step. If we take the step. And don't get distracted. Or start sobbing into our salad." – Erica S.

You see, if we don't have a method to break down our big picture

into manageable next steps, we will never get to where we dream of being – whether that's living in a new country, having our own business or designing our dream wedding!

## **The Cavalry Have Arrived**

In my book. Your Life Plan, I share a method that gets you unstuck and into action. I'm going to share it with you today.

## **How It Works**

You see you need to be able to have 'the bird's eye view' which is the big picture. And the 'worms eye view' which is the detail of the next step you need to take.

Without both of these, it's hard to get moving on a big goal.

We take your goal or vision and turn it into a manageable plan for massive action, in five minutes flat!

Once you have mastered this simple technique, all manner of ambitions and dreams become possible for you.

## **Sound good? Let's begin!**

# How it works

## **Step 1:**

Name the goal – be specific. Tell us what you will do and by when. E.g. I will have a new job as a art director in an architecture magazine, earning £50k by January 2018.

## **Step 2:**

Find a metric that makes sense to measure it – time, money, number of clients, experience, budget, earnings etc. E.g. ( £50k, 'architecture magazine' 'art director' 'January 2018')

## **Step 1:**

Put the goal at the top of the Action Plan below.

**My goal is:**

**Just before I achieved it:**

**A week before I achieved it:**

**A few months before I achieved it:**

**Next week:**

**Next month:**

**Today:**

**Today:**

**Today:**

# Start at the end and work backwards

Now, here is the secret. Instead of working 'towards' your goal from today to the date it is achieved, I want you to work backwards as though it was already done.

This means you need to imagine you have already achieved it and you are thinking back about HOW you did it.

# This is crucial because it helps you to:

- a. Activate your imagination and inspiration, to devise the plan
- b. Puts you in a different creative space and
- c. Helps you to work out what needs to happen in what order to accomplish your goal.

Keep working through the process, until you get to 'worm's eye view tasks' which are the things that need to happen 'right now'!

**And then choose one.... And get started!**

*Erica Sosna*★

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If you are ready to take action on a major career change, please visit [ericasosna.com](https://ericasosna.com) and explore your options.

Thank you and Happy Questing

Save this document to keep your notes!