



**Melissa Roa**

# How to Build a Personalized Career Plan



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Coaching You Everywhere



## Who am I

I'm a Career Coach and Certified Life & Business Coach with over 9 years of experience. I use NLP techniques to boost self-awareness and help professionals align their careers with purpose. My focus is on career strategy and growth, empowering people to move forward with clarity, confidence, structure, and intention.



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# Today you'll learn

- How to **define clear target roles and industries.**
- How to **create an actionable 90-day plan** (manageable tasks).
- Learn strategies for **Networking, Branding, and Skills.**
- Walk away with a **repeatable structure** for independence.



# The Problem: Drifting vs. Driving

- Many people feel stuck or drift in their careers, relying on luck.
- Result: Chasing misaligned roles and missing opportunities.
- We're shifting to driving—creating a strategic, intentional roadmap.
- Your **Career Plan** is your **GPS**.



# The 3-Phase Roadmap

**Phase 1:** Foundation (Self & Market Assessment).

**Phase 2:** Construction (Building the Action Plan).

**Phase 3:** Acceleration (Turbo-Charging Your Growth)

**Now, you can grab a notebook or open a digital document.**

This is a working session—we'll build the first steps of your plan live.



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# Phase 1: The Foundation

## Know yourself & The Market

***You must know your starting point and the destination's environment.***



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# Step 1: The S-T-A-R Self-Assessment

- **Skills:** What you can do (technical, interpersonal).
- **Talents:** What comes naturally (aptitudes, work style).
- **Aspirations:** What truly excites you and brings energy?
- **Results:** Your measurable accomplishments (e.g., "Saved \$X").
- **Action Prompt:** *Write down your top 3 transferable skills now.*



## Step 2: Finding The Sweet Spot

- The best roles are where your **S-T-A-R meets Market Demand**.
- **Research:** Use job boards to identify titles matching your profile.
- Define two targets: **Role A** (3-Year Dream) and **Role B** (Realistic Next Step/12 Months).
- *The Role B is your current focus.*



## Step 3: Identify the Gaps

- **Compare** your current profile vs. Role B's requirements.
- **The Gaps** (in skill, experience, or network) are your **Action List**.
- Example: You need PMP Certification (a skill gap) or 3 years of management experience (an experience gap).



Now, I want to know from you!

What is the **BIGGEST gap** you need to fill to get to Role B?

Write your answers in the comments, please!



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# Building the Action Plan

How to turn big, vague goals into small, manageable tasks.



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# Goal Setting: Make it S.M.A.R.T.

- Goals must be Specific, Measurable, Achievable, Relevant, Time-bound.
- Vague: "Improve my Python skills."
- S.M.A.R.T.: "Complete the free Codecademy Python course by November 30th."



# The 90-Day Sprint

- Break annual goals into 3-month sprints.
- Focus on 3-5 High-Impact Tasks per sprint.
- Example High-Impact Task: Secure three informational interviews with people in Role B.

# Task Management: The First 7 Days

- Prioritize small, immediate tasks to build momentum.
- Update your LinkedIn summary to mention Role B's field.
- Identify one course or book to start reading this week.
- Draft a list of five people to network with.



# Fighting Procrastination: The "If-Then" Rule

- Combat lack of motivation by pre-deciding your actions.
- IF I finish lunch at 1 PM, THEN I will spend 20 minutes working on my S.M.A.R.T. goal.
- Action Prompt: Write down one "If-Then" statement for yourself right now.



# Phase 3: Turbo-Charging Your Plan

The three non-negotiables for career growth:  
**Skills, Brand, Network.**



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# Strategic Skill Development

- Don't just collect certs, focus on **Learning by Doing**.
- **Seek Micro-Projects:** Volunteer for a project at work or a non-profit to apply the new skill.
- Building a portfolio **proves skills** far better than a resume.



# Personal Branding: The 3 C's

- Don't just collect certs, focus on **Learning by Doing**.
- **Seek Micro-Projects:** Volunteer for a project at work or a non-profit to apply the new skill.
- Building a portfolio **proves skills** far better than a resume.



# Intentional Networking

- Shift your mindset: Gather Intelligence, don't just ask for jobs.
- Use a simple, low-pressure request script: "I'm researching my career path in [Industry] and would value 15 minutes of your advice on X."
- Challenge: Send one connection request this week.



# Your Personalized Career Plan Structure

- A repeatable structure for independent use:
- Vision: Target Role B (12-Month) and Long-Term Goals.
- Current State: **S-T-A-R** Assessment and defined Gaps.
- 90-Day Sprint: **S.M.A.R.T.** Goals and action tasks.
- Resources: List of contacts, courses, and accountability measures.



# The Key to Success: Monthly Review

- Your plan is a living document. It needs maintenance!
- Schedule a recurring block (30 mins/month) in your calendar now.
- Ask: What worked? What didn't? How should I adjust the next 30 days?



# Start Today

- Commit to your Realistic Next Step Role.
- Finalize your first 90-day S.M.A.R.T. goal.
- Send out one networking request.



Get in touch with us!



Thank You



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