

Working Backwards

Age 30 End Result

I have just joined a NYC clothing company that specializes in promoting young and upcoming designers as the Director of Public Relations and Marketing. They have convinced me to take a chance with them rather than the great promotion my current top tier firm has offered me. I have decided I want to leverage my 7 years of experience and learning at this top tier firm and do something more exciting. I have a real passion for what this new company is doing, promoting young and upcoming designers, and want to be part of that.

Age 27 - Intermediate End Result #3

I am now one of the top marketing professionals at my firm and am managing a small group in the marketing department. It has been very exciting to be part of such a prestigious and excellent firm. I have learned why they are the best in the business. I have had a great mentor who knows almost everyone in the industry. Through her I have met a lot of people who I know will help me later in my career.

Age 24 – Intermediate End Result #2

I have been one of the top interns and moved into a professional role very quickly. They have given me some class room training and a lot of on-the-job training in several areas of the business. I am now working on some of the top marketing campaigns.

Age 22 – Intermediate End Result #1

I am an intern at either one of the top clothing design companies or one of the top clothing companies.

INSIGHTS

Working backwards was not an easy concept for me. It was easy to define where I wanted to be at age 30, even though I am not sure that is really my Right Career it is still a fun thing to think about. Then I had to think what type of person would that company want to hire as their Director of Marketing & PR. What would I have to have done before I got that job to be a good candidate? I decided they would either want someone who was already a Director, but in another small company in the same area, or they would want someone from a large well known company. I also decided they would want someone who had managed people. So I gave myself that resume. Then I had to decide how would I have gotten to be a manager in a large well known company? I assumed I would have to have worked my way up from the bottom by being very successful so I joined them out of college.

It was fun to build my resume backwards.