

# Structural Tension

## Age 22 – Intermediate End Result #1

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

### Objectives to get from Current Reality to Intermediate End Result #1

- Leverage Board members from scholarship award to find internships
- Marketing internship in summer between sophomore & junior year
- Junior year Study Abroad Marketing Internship
- Marketing internship with a top clothing related firm between Jr & Sr year
- Graduate with at least a 3.2 GPA

## Age 20 – Current Reality

I am a sophomore in college majoring in Psychology, with a minor in Business.

### INSIGHTS

I am now excited about my age 30 end result career “*I am director of public relations and marketing at a NYC clothing company that specializes in promoting young and upcoming designers*”. I am also excited about the interim steps I will be taking while working backwards, e.g. “*I have been one of the top interns and moved into a professional role very quickly*” and “*I am now one of the top marketing professionals at my firm and am managing a small group in the marketing department*”.

But doing this Structural Tension exercise sure brought me back to reality. It made me focus on the fact that I am not going to be a Director unless I reach my first objective “*I am an intern at either one of the top clothing design companies or top marketing professionals at one of the top clothing companies.*”

When I came up with the list of five things I need to accomplish in the next two years it made me realize I have a lot of hard work in front of me. But I can now see it can lead to something great.

I actually don’t know if I really want to pursue that exact path but I think those 5 objectives are the right ones for me because I am going to do something in that general area.