

# Odyssey Plan 1: Strategic Business Career Development

## 0 - Current State

- Business student with expertise in entrepreneurship, marketing, and strategic management
- Strong foundation in financial analysis, market research, and business operations
- Actively involved in internships, projects, and networking opportunities

## 1 - Short-Term Goals (1-2 Years)

- Conduct an informational interview using the TIARA framework to gain industry insights
- Expand professional network through LinkedIn, industry events, and mentorship programs
- Strengthen leadership and decision-making skills through internships and real-world projects

## 2 - Mid-Term Goals (3-5 Years)

- Secure a full-time role in entrepreneurship, marketing, or strategic management
- Develop industry expertise by working with business leaders, startup founders, and investors
- Enhance problem-solving skills by analyzing industry trends and implementing business strategies

## 3 - Long-Term Goals (5+ Years)

- Launch or lead a business venture in a high-growth industry
- Establish a strong professional brand and become an industry expert
- Maintain and expand a strategic professional network to support business growth

## Resources & Evaluations

- Resources: Strong academic background, industry mentors, and internship experience
- Likeability: High potential for professional connections through networking and personal branding
- Confidence: Growing with real-world exposure and industry insights
- Coherence: Aligned with long-term vision and strategic career planning

## Questions This Plan Raises

- 1. What specific skills should I develop to excel in entrepreneurship and strategic management?

- 2. How can I make the most out of my informational interviews and mentorship opportunities?
- 3. What are the best strategies to build long-term business relationships and industry credibility?