LINDSAY B COACHING

Confident Careers

A Guide on How to Design Your Confident Career Story

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Designing Your Confident Career Story

Introduction

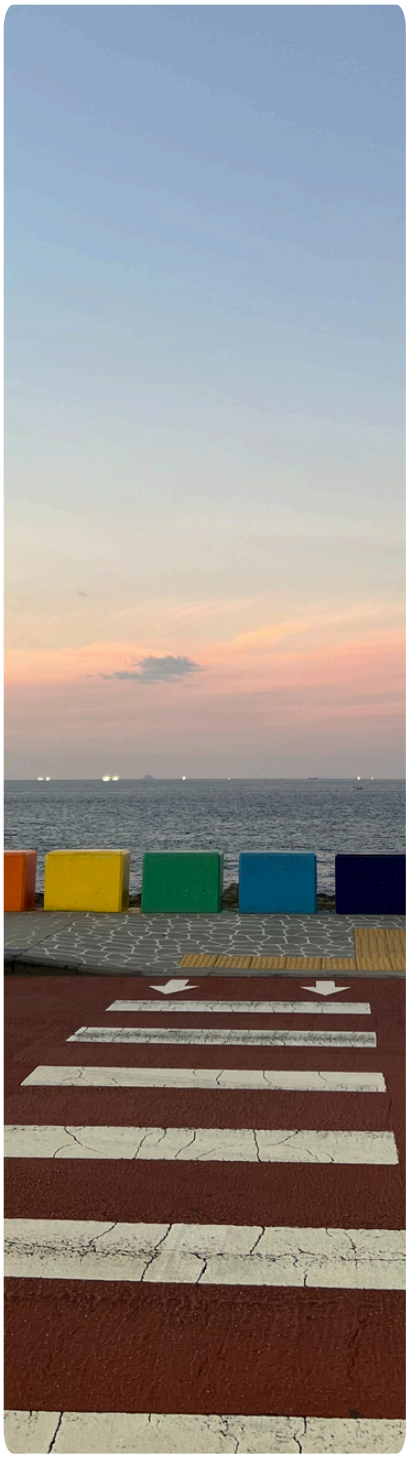
Your career story is more than just a list of jobs or accomplishments—it's a reflection of your strengths, values, and aspirations. It's the story that connects where you've been, where you are, and where you're headed. When you own your career story with confidence, you're not just sharing what you've done, you're showcasing who you are, what you stand for, and the unique value you bring to the table.

This guide is designed to help you craft your confident career story step-by-step. You'll explore your strengths, identify what truly matters to you, define your version of growth and success, and uncover your unique superpower. By the end, you'll have a clear, authentic story that not only resonates with you but also positions you as a standout in any professional setting.

Whether you're preparing for a job interview, considering a career pivot, or simply reflecting on your next steps, this template will help you own your narrative and move forward with clarity and confidence.

Let's get started!

Lindsay



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By reflecting on these four key areas—your strengths, values, definition of growth and success, and unique superpower—you can craft a clear, authentic story that highlights your potential and sets you apart. Use this guide to build a narrative that feels true to you and inspires confidence as you navigate your career journey.

1. Strengths, Skills, and Achievements

Your strengths and achievements form the backbone of your career story. They highlight what you do best and the impact you've made. This step focuses on identifying tangible and intangible assets that showcase your value.

Recommendations:

- Make a list of your top strengths (e.g., analytical thinking, empathy, adaptability).
- Identify key skills (technical, interpersonal, leadership, etc.) relevant to your desired career path.
- Write down 3–5 significant achievements or milestones, including measurable outcomes when possible (e.g., "Led a team to increase sales by 25%").
- Use the STAR method (Situation, Task, Action, Result) to frame your achievements for storytelling purposes.

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2. Values and What's Important to You

Your values act as your compass, guiding your decisions and ensuring your career aligns with what matters most to you. Understanding these helps you identify roles and organizations that resonate with you.

Recommendations:

- Reflect on past roles or experiences and ask, "What did I value most about them?" (e.g., collaboration, autonomy, creativity).
- Write down your top 3–5 values and what they mean to you (list of values provided on the next page).
- Consider how these values shape the type of environment or culture you thrive in.
- Use your values as criteria when evaluating potential job opportunities.



Values directly shape your authentic leadership style by influencing how you make decisions, build relationships, and respond to challenges.

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Values are fundamental beliefs and principles that guide our behavior, decisions, and priorities, shaping our character and influencing our view of the world. Knowing our own values is crucial because it provides clarity on what motivates us, helps in our decision-making, and enables us to align our actions with our most authentic selves.

Pick 5 values that resonate most with you

Accountability	Empathy	Joy	Recognition
Achievement	Empowerment	Justice	Reliability
Adaptability	Excellence	Kindness	Resilience
Adventure	Family	Knowledge	Resourcefulness
Ambition	Fairness	Leadership	Reputation
Authenticity	Faith	Learning	Respect
Authority	Flexibility	Love	Responsibility
Autonomy	Freedom	Loyalty	Romance
Balance	Friendships	Mastery	Security
Beauty	Fulfillment	Mindfulness	Self-Awareness
Boldness	Fun	Modesty	Self-Respect
Collaboration	Genorosity	Nature	Self-Expression
Commitment	Gratitude	Openness	Service
Communication	Growth	Optimism	Spirituality
Community	Happiness	Partnership	Stability
Compassion	Harmony	Peace	Status
Connection	Honesty	Perseverence	Success
Courage	Humility	Personal Growth	Transparency
Creativity	Humor	Poise	Truth
Curiosity	Inclusivity	Popularity	Trust
Determination	Influence	Power	Vulnerability
Dignity	Initiative	Privacy	Wealth
Discipline	Innovation	Professionalism	Well-being
Diversity	Integrity	Preparedness	Wisdom

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3. What Growth and Success Mean to You

Everyone defines growth and success differently. This step clarifies what these terms mean to you and helps you set goals aligned with your vision.

Recommendations:

- Write a short paragraph defining success in your career.
- Reflect on moments of personal and professional growth. What made those experiences fulfilling?
- Identify future opportunities for growth in your field, such as skills to develop or areas to explore.
- Use this definition to create long-term career goals that reflect your unique aspirations.



Tip: What limiting beliefs around success might be coming up for you? **Identify → Challenge → Reframe** to how YOU want to define success.

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4. Your Unique Superpower

Your unique superpower is the one quality, skill, or characteristic that sets you apart and makes you indispensable. It's what people consistently turn to you for.

Recommendations:

- Ask yourself, "What do people frequently compliment me on or seek my help with?"
- Reflect on moments when you've felt most impactful or in flow—what skills or traits were you using?
- Summarize your superpower in one sentence, focusing on how it benefits others (e.g., "I excel at translating complex ideas into actionable strategies that drive results").
- Practice weaving this superpower into your career story to create a memorable impression.

Additional Tips for Crafting Your Story:

- Be Authentic: Your story should feel true to who you are and where you're going.
- Focus on Impact: Highlight how your strengths, values, and superpower have positively influenced others or contributed to success.
- Tailor for Your Audience: Adapt your story for different contexts, such as interviews, networking events, or LinkedIn.

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1. Strengths, Skills, Achievements

2. Values and What's Important to You

3. What Growth and Success Mean to You

4. Your Unique Superpower

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“Tell me about yourself…”

- Connect your story directly to the role you’re pursuing.
- What 2-3 key aspects of your background are most relevant?
- How does this role align with your definition of growth?
- What do you want them to remember most about you?

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Additional Resources

- Lindsay B Coaching on Substack
- Video: Negotiating with Confidence
- Mel Robbins Podcast: The Most Important Career Advice You'll Ever Hear w/ Harvard's #1 Professor
- Recommended books: Designing Your Life; Start with Why

Meet your Coach

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Lindsay Benitez specializes in helping leaders build confidence, redefine success, and create authentic careers and lives. A certified coach and trainer with 15 years of HR leadership experience, she combines her expertise, coaching mastery, and lived experience as a First-Generation leader to empower leaders at all levels through workshops, coaching, and talent development programs.