

Don Fraser Seminars

8 SECRETS OF CAREER SUCCESS

Seminar Workbook

Edition 1



8 SECRETS OF CAREER SUCCESS

Seminar Workbook

SKIM THROUGH THESE PAGES AND FIND
AN IMAGE THAT IMPACTS YOU THE MOST


1. PASSION

DO WHAT YOU
LOVE



1A

SOME PEOPLE KNOW
WHAT THEY LOVE
TO DO



1B

OTHERS KEEP LOOKING UNTIL
THEY FIND THEIR PASSION



TO FIND YOUR PASSION

EXPLORE
MANY
PATHS



1C

YOU MIGHT
FIND WHAT
YOU LOVE BY

FALLING
INTO YOUR
CALLING



1D

UNDERACHIEVERS

TURN INTO

SUPERACHIEVERS

ONCE THEY
FIND THEIR
PASSION

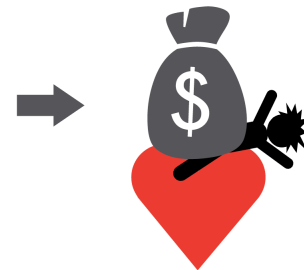


1E

DO IT
FOR LOVE



MONEY COMES
ANYWAY



1F

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ONE IMAGE THAT IMPACTS YOU MOST

2. WORK

SUCCESSFUL PEOPLE

WORK
VERY **HARD**



2A

Yippee!!!

SUCCESSFUL
PEOPLE HAVE

FUN
WORKING



2B

MANY SUCCESSFUL PEOPLE

ARE NOT
SMARTEST

BUT WORK
HARDEST



2C

SUCCESS

TRUST
HARD
WORK
WILL
PAY
OFF



IT'S
NOT EASY

FOR
ANYBODY



2E



2F

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3. FOCUS



LONG-TERM

3A



AND BECOME AN
EXPERT
AT SOMETHING



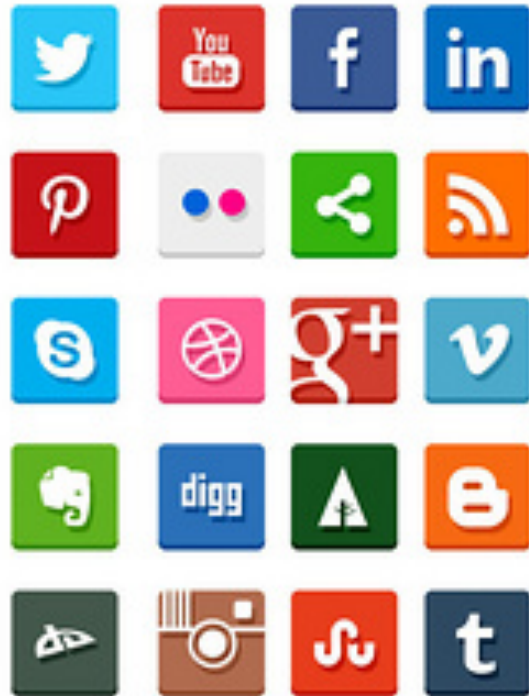
3B

SHORT-TERM
PUT YOUR HEAD DOWN
AND CONCENTRATE



3C

**ELIMINATE
DISTRACTIONS**



3F



3E

8 SECRETS OF CAREER SUCCESS

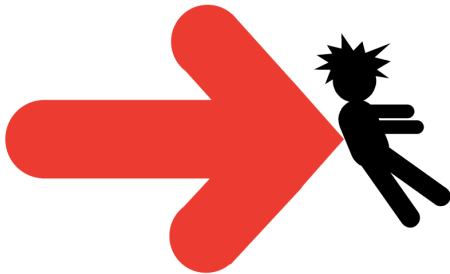
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SKIM THROUGH THESE PAGES AND FIND
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4. PUSH

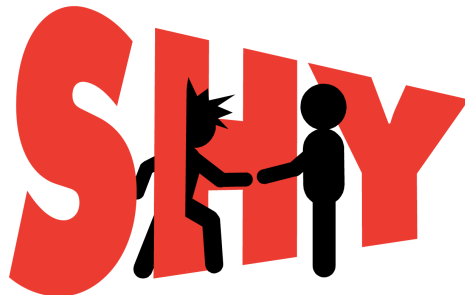
SUCCESSFUL PEOPLE
PUSH THEMSELVES

Even when they don't want to!



4A

Many successful people have to
PUSH THROUGH SHYNESS



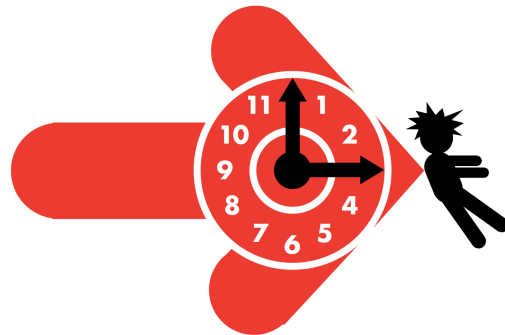
4B

KEEP **PUSHING**
THROUGH SELF DOUBT



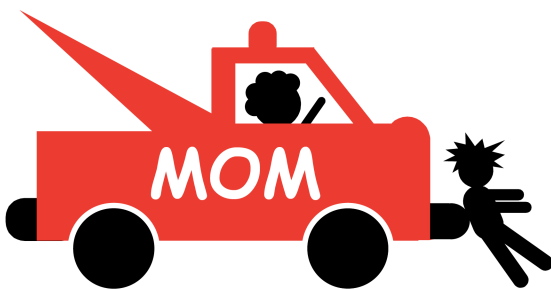
4C

PUSH YOURSELF
WITH A **DEADLINE**



4D

GET A **MOTHER**
TO **PUSH** YOU



4E



4F

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5. IDEAS



**IDEAS
LIGHT
YOUR
WAY TO
SUCCESS**

5A

**EVERYONE CAN
COME UP WITH
GREAT IDEAS**



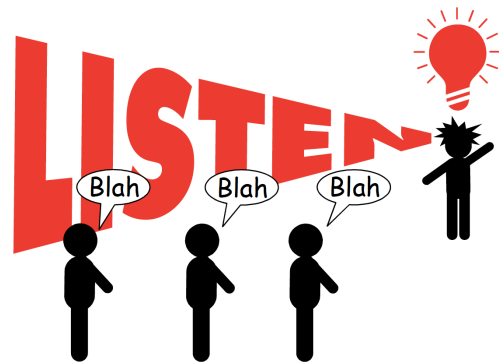
TO GET IDEAS  BE OBSERVANT

LOOK

**EYE-Q CAN BE MORE
IMPORTANT THAN IQ**

5C

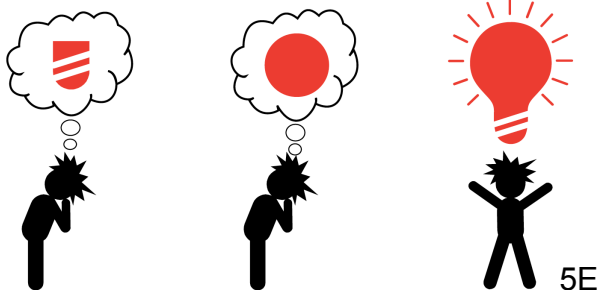
EARS ARE ANTENNAS FOR IDEAS



5D

MISTAKES AND FAILURES
LEAD TO GREAT IDEAS

MISTAKES → FAILURES → IDEAS



5E

WRITE DOWN IDEAS

BEFORE THEY
FLY AWAY



5F

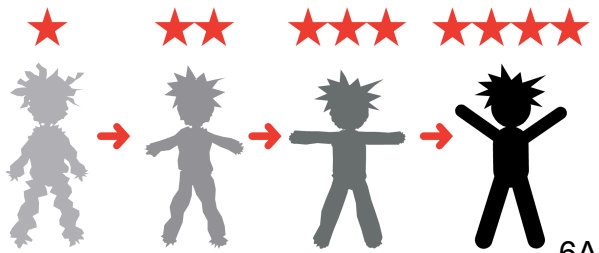
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AN IMAGE THAT IMPACTS YOU THE MOST

6. IMPROVE

SUCCESSFUL PEOPLE
KEEP IMPROVING



6A

GET
REALLY
GOOD
AT WHAT
YOU DO



6B

ALWAYS **AIM TO DO YOUR BEST**



6C

IT'S ALL ABOUT
CONSTANT PRACTICE



6D



6E

TO BECOME A BIG STAR
ALWAYS IMPROVE



6F

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7. SERVE

SUCCESSFUL PEOPLE
SERVE OTHERS
SOMETHING OF **VALUE**



WHO DO YOU SERVE ?

PROFESSIONALS	SERVE	CLIENTS
SALESPEOPLE	SERVE	CUSTOMERS
DOCTORS	SERVE	PATIENTS
WRITERS	SERVE	READERS
TEACHERS	SERVE	STUDENTS
ATHLETES	SERVE	SPECTATORS
ACTORS	SERVE	DIRECTORS
POLITICIANS	SERVE	VOTERS
ENTERTAINERS	SERVE	AUDIENCES

7B

WHAT **VALUE** DO YOU SERVE?



FOCUS ON THE PEOPLE YOU SERVE



ME ME ME WON'T HELP YOU SUCCEED

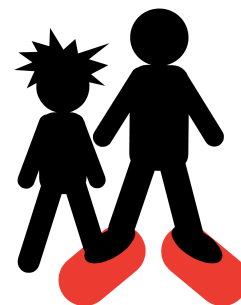


7D

LISTEN TO PEOPLE YOU SERVE



PUT YOURSELF IN OTHER PEOPLE'S SHOES

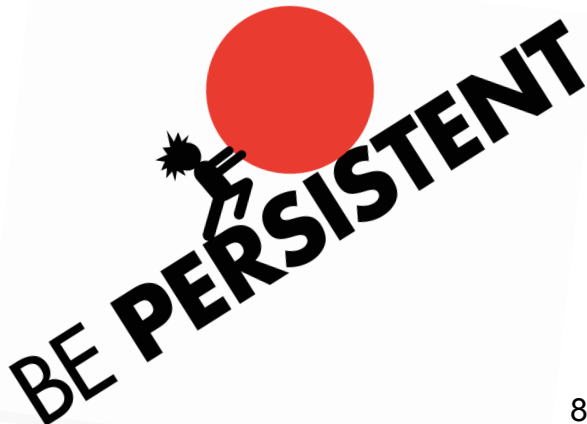


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8. PERSIST



8A

PERSIST THROUGH **TIME**



8B

EVEN THE **WORLD'S GREATEST
SCIENTIST** WAS **REJECTED** AT FIRST



8C

ALL **SUCCESSFUL** PEOPLE **FAIL**



8D

PERSIST THROUGH
CRITICISM



DEVELOP A **CRITICISM** FILTER

8E







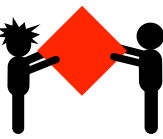

**NEVER
GIVE
UP**

8F

8 SECRETS OF CAREER SUCCESS

RATE YOUR 8 SECRETS

1. Mark an X on the number that reflects where you are now. 2. Circle the number where you want to be in 3 months. 3. Keep track of your improvement.

Don't know what I love	1. PASSION							Have found my passion	
1	2	3	4	5	6	7			
Slack off a lot	2. WORK							Have fun working hard	
1	2	3	4	5	6	7			
Dabble in many things	3. FOCUS							Focus on one thing	
1	2	3	4	5	6	7			
Sit back in my comfort zone	4. PUSH							Keep pushing myself	
1	2	3	4	5	6	7			
Don't try to get ideas	5. IDEAS							Come up with many ideas	
1	2	3	4	5	6	7			
Stay the way I am	6. IMPROVE							Keep Improving	
1	2	3	4	5	6	7			
Only serve myself	7. SERVE							Serve others some value	
1	2	3	4	5	6	7			
Usually give up	8. PERSIST							Hang in there and persist	
1	2	3	4	5	6	7			







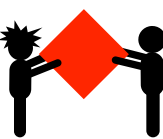

The 8 Traits Successful People Have in Common – 8 To Be Great

Rate yourself on the 8 Traits

Mark an X on the number that reflects where you are now.

Circle the number where you want to be in 3 months.

Keep track of your improvement.

Don't know what I love	1. PASSION					Have found my passion	
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8 Secrets of Career Success Seminar Experience

By Richard St. John and Don Fraser

Instructor's Guide

CANNEXUS19

1. Vision:

1.1) This seminar creates a powerful, motivating and interactive peer-to-peer student experience, that can also tap into identifying their limiting beliefs. It can move students from the challenge of motivation and career anxiety to creating a vision of career success.

1.2) Reaching every student with the 8 Secrets of Career Success
Passion, Work, Focus, Push, Ideas, Improve, Serve and Persist

"You've got to have these 8 things to succeed. I'm going to get this book and have weekly talks with my children."

James Cameron, Oscar-winning filmmaker, Titanic and Avatar

2. Background

To take Richard St. John's, 8 Secrets of Career Success from the #1 TED talk on career success and 22 million views to a high-impact classroom experience.

From one girl's question on a plane to Richard St. John,
"What really leads to success?"

To Richard's 500 interviews and his sorting of 10 million words

To the #1 TED talk on Career Success and 22 million views

To his book, 8 To Be Great: The 8 Traits Successful People Have In Common

To Richard St. John's and Don Fraser's, 8 Secrets of Career Success
Seminar Experience

To creating a peer-to-peer student high-impact seminar experience that opens up a conversation on career perceptions, limiting beliefs, career anxiety, the "Quarter Life" crisis and finally to what really leads to career success.

Passion, Work, Focus, Push, Ideas, Improve, Serve and Persist.

3. Time Frame: 60-90 minutes

4. Resources: (for onsite printing)

4.1) 8 Secrets of Career Success Seminar Experience Workbook PDF (10pgs.)

4.2) Rate Yourself on the 8 Traits Survey. PDF (1pg.)

4.3) 8 Secrets of Career Success Seminar feedback form PDF(1pg)

4.2) Ted Talk: 8 Secrets of Success (3:30)

https://www.ted.com/talks/richard_st_john_s_8_secrets_of_success

4.3. Ted Talk: Success is continuous journey (3:57)

https://www.ted.com/talks/richard_st_john_success_is_a_continuous_journey p.2

5. Teaching Outline

p.2

5.1. Understand how one question to Richard St. John, from a teenage girl on a plane, "What really leads to success?" led to 500 interviews, 10 million words, two TED talks, two books, the #1 TED talk on Career Success, 22 Million world views and the 8 Secrets of Career Success Seminar Experience.

5.2 Watch Richard St. John's TED talk.

https://www.ted.com/talks/richard_st_john_s_8_secrets_of_success (3:30)

5.3 Understand the top 8 Factors: *Passion, Work, Focus, Push, Ideas, Improve, Serve and Persist*

5.4. Teacher shares with the class, the ONE image that impacts them the most and why? Possibly the ONE when they were in college or the ONE that impacts them the most now.

5.5 Students review images of the 8 Secrets and find the ONE image that impacts you the most.

5.6 Students share their #1 image with the class and why it impacts you the most.

If you have a small group, form a circle or with a larger group have students share from the front of the class. (groups of eight)

5.7 Review the other 7 Secrets and select the key image for you in each factor.

5.8 Select your #2 impact graphic and share with class

5.9 Show Richard St. John's second TED talk video (if you have time)

- Success is continuous journey (3:37)

https://www.ted.com/talks/richard_st_john_success_is_a_continuous_journey

Have a discussion of Richard's TED video "Success is a continuous journey".

5.10 Students complete the Rate Yourself on the 8 Traits Survey.

5.11 Complete the 8 Secrets for Career Success Seminar feedback form.

5.12 Open feedback discussion

6.1 Richard St. John Web Resources

<http://richardstjohn.com/>

<http://richardstjohn.com/videos/>

(6 videos - Focus, Passion, Work, 8 Traits, plus TED talks)

Contact: Don Fraser donfraser@makingyourmark.com 416.488.1436

"Today we need positive messages like this. It not only helps students, it helps faculty and staff as they build their own careers in education."

Don Lovisa, President, Durham College

Amazing! Really loved it and learned a lot. Please continue doing this presentation across the country. Lauren Shiell, Student, George Brown College

8 Secrets of Career Success Seminar Experience
“From 21 Million Web Views to a Classroom Experience”
CANNEXUS19 Conference January 29, 2019
Feedback Summary
Don Fraser

Overall Rating: 3.4 out of 42 (n)

Excellent 39% (16) Good 60% (25) Fair 1% (1) Poor (0)

1. Most Valuable Idea

- 8 Secrets of Career Success Seminar Experience; Basic ideas to be successful, Life long; The HOW of Career Success; Applicable to everyone; Great group tool and for 1-1; 8 Secrets Seminar workbook looks wonderful! The Workbook itself; The ability to use 8 Secrets and the images – *Passion, Persist, Work, Focus, Ideas, Improve, Push and Serve* (17)
- Visuals will work with All Clients; Visuals For Clients!!! ; Spark conversations where the client is at; “What really leads to career success?” – easy to apply; Clear, easy to facilitate seminar for engaging and starting key conversations with my clients; Great tool for getting people talking; Gets people going where they’re at; To have an Interactive Tool; Want to use it next week (14)
- Using images to easily generate conversation; Visuals as career aids. Looking at traits of career success rather than specific careers; Visual and simplicity (3)
- Each person gets to pick the graphic that most impacts them and share with group (3)
- Loved the Workbook, images and comments; Simple to use and powerful impact (3)
- The seminar package can be used in many ways; Instructor guide easy to follow (2)
- Planning and motivating all of us to a higher level; A life long vision (2)
- Successful people push themselves, even when they don’t want to (1)
- Richard St. John’s two TED talks, inspirational about what it takes (1)
- Great way to clarify complex topic with 8 Secrets and images (1)

2. As a follow-up to this workshop

- Try this with my students; Use with my next group of clients; Include this session content in upcoming class; Take package to SK for middle and high school teachers, I’m responsible for; Review and share with staff; Try it with groups and 1on1; Incorporate into our programming; Share with colleagues; Share with clients to create their 8 Secrets infographic; Will use it with unemployed clients; Use it in Mentees meetings; Use with my students at Centennial and Durham College; Share with Guidance teachers (26)
- Google Richard St. John: Go to RichardStJohn.com; Read Richard’s blog; Buy 8 Secrets book; Watch 2 TED talks again and Richard’s web page RichardStJohn.com (9)
- Use the visuals as a tool to help my clients understand what it takes to be successful (1)
- Apply it to self, share with team and clients; Re-read materials and share with others (1)
- Share on 8 Secrets with staff, students, friends and grandchildren (1)
- Explore and integrate the concept of “*Economic Independence*” (1)

3. Overall comments...

- Inspiring and helpful, Energetic, “REAL”, Positive and Down to Earth; Energetic, Interesting and Compact; Great energy, Can certainly see how you had a lifetime of coaching; Great speaker, Wasn’t boring, Kept me ALERT! (13)
- Excellent session, can’t wait to use it in the classroom; Enjoyed your interaction with crowd; Great Presenter, Dynamic; Great Speaker! (5)
- Thank you for sharing your enthusiasm and passion; Thanks!; Thanks for workbook (5)
- 8 Secrets communicated with Great Visuals; Enjoyed simplicity of Seminar Experience; To translate this seminar across cultures and age groups (5)
- Longer session; Session deserves more time (2)
- The graphics help to stimulate creative thinking and to discuss individual impact (1)
- Applies to ALL levels in education– Students, Faculty, Advisors, Friends, Family (1)

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