

Future-Proof Your Marketing Career

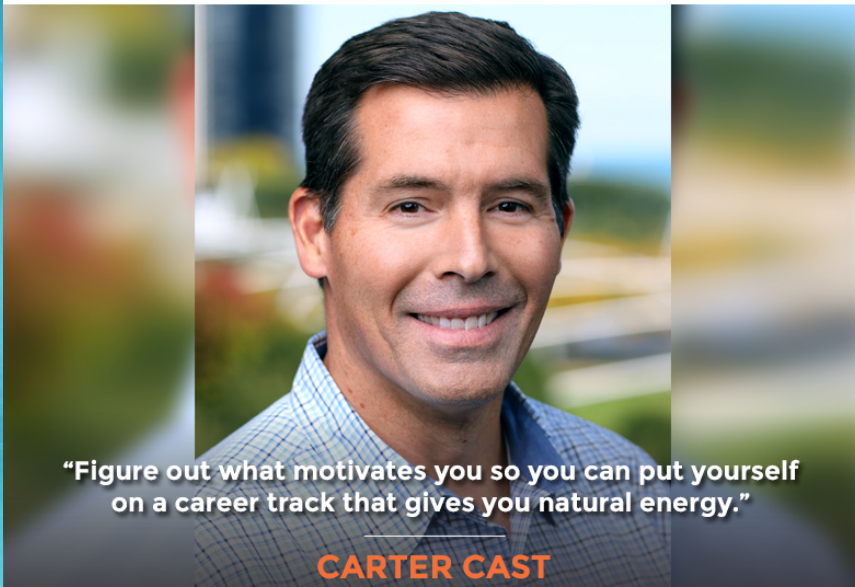
10 Point Checklist

Carter Cast

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"Figure out what motivates you so you can put yourself on a career track that gives you natural energy."

CARTER CAST

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Manage stress and overwhelm by having a deeper understanding of myself and clearly identifying my strengths and weaknesses.
- Figure out what motivates me. This will eventually lead me to what I'm naturally good at and to a clearer career path.
- Try to better understand my motives by doing the Hay Group Picture Story Exercise or through the 40 questions that I can ask myself from Carter's book.
- Have a deeper awareness of my strengths through different tools and assessments available like [StrengthsFinder book and assessment](#), [VIA Character Strengths Test](#), and [Now, Discover Your Strengths](#).
- Do what it takes to ensure that the company I work for or the people I hire have core strengths and values that are also aligned with mine.
- Do not rush the hiring process. Spend time on the interview to better understand a person's motives and why they want the job.
- Draft questions for an interview from the job specifications. Ask smart questions and look for someone that possesses honesty, learning agility, and curiosity.
- Utilize the [Demartini Value Determination Exercise](#). It's a free assessment that describes what's most important in terms of people's values, which is a beneficial tool when hiring people.
- Be agile and constantly look for opportunities where I can grow my knowledge and uplevel my skills.
- Make sure to grab a copy of Carter's book, [The Right and Wrong Stuff: How Brilliant Careers Are Made and Unmade](#), and be informed with the painful and liberating truths on what it takes to build a thriving career long term.