

CAREER STRATEGY PLAYBOOK

**BUILD, NAVIGATE, AND FUTURE-PROOF
YOUR CAREER**



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WHY YOU NEED A CAREER STRATEGY

Most professionals drift through careers, chasing the next promotion or job switch without a bigger picture. The result? Burnout, mismatched roles, and stagnation.

A career strategy ensures that every move—MBA, job switch, skill acquisition—aligns with your **long-term goals**. Think of it like financial planning: structured, intentional, and focused on compounding results.

👉 **Reflection:** Do you currently make career moves reactively (chasing opportunities) or proactively (shaping opportunities)?



Step 2: Set Short-Term and Medium-Term Milestones

Big visions require milestones.

Example:

- Short-Term (1-2 years): Get into consulting via Big 4.
- Medium-Term (3-5 years): Move to MBB or strategy role in Fortune 500.
- Long-Term (10 years): Partner / CXO role.
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👉 **Worksheet Prompt: Map 1 short-term and 1 medium-term milestone toward your vision.**



Step 3: Identify Your Core Strengths & Development Areas

Clarity on your strengths lets you double down; clarity on weaknesses helps you upskill.

Framework:

- Strengths = what you do better than peers.
- Weaknesses = gaps that limit growth.

👉 **Exercise: Ask 3 colleagues: “What do I do best?” and “Where should I improve?”**

Note down themes.



Step 4: Map Your Career Against Market Trends

Industries evolve fast. Roles today may not exist tomorrow. Align your strategy with **future demand**.

- Consulting: Digital, ESG, analytics.
- Finance: Fintech, sustainable investing.
- Tech: AI, cloud, cybersecurity.

👉 **Exercise:** Identify 1 macro-trend in your industry. Write how you'll align your career with it.



Step 5: Build a Personal Brand That Attracts Opportunities

Your brand = how the market perceives you. Build it by:

- Sharing insights on LinkedIn.
- Speaking at webinars.
- Publishing blogs or whitepapers.

When recruiters Google you, they should see **evidence of expertise.**

✎ **Exercise: Write a 1-sentence “positioning statement” (e.g., *Finance professional passionate about ESG investing*).**



Step 6: Leverage Networking Strategically

Networking isn't random—it's targeted. Build 3 networks:

- Internal mentors.
- Industry peers.
- Recruiters & headhunters.

👉 **Exercise: Make a list of 5 people you'll reach out to this month.**



Step 7: Upskill Continuously and Smartly

Don't learn everything. Learn strategically.

Example:

- Consultant? Learn AI strategy, data storytelling.
- Banker? Learn Python, fintech regulation.
- Tech professional? Learn product frameworks.

👉 **Exercise: Pick 1 skill that boosts your long-term vision.**



Step 8: Create a Career Portfolio, Not Just a Job History

A job is temporary. A career portfolio is the sum of your skills, networks, and projects. Build assets that outlive jobs: certifications, thought leadership, side hustles.

☞ **Reflection: What assets are you building beyond your current job?**



Step 9: Plan for Career Pivots and Transitions

Few careers are linear. Be ready to pivot. Example:

- Consulting → VC → Entrepreneurship.
- Finance → ESG → Policy.
- Tech → Product → Strategy.

👉 **Exercise: Write down one “Plan B” career path if your current plan doesn’t work out.**



Case Study: Strategy Consulting Career Path

Rohit joined Deloitte post-MBA. With mentorship, he pivoted to BCG within 3 years. By strategically publishing LinkedIn insights on digital transformation, he built thought leadership and accelerated to Manager within 6 years.

Lesson: Career strategy = intentional positioning + execution.



Case Study: Tech to Product Management Transition

Megha, an Infosys engineer, realized coding wasn't her long-term path. With guidance, she pursued a 1-year MBA, networked into a fintech startup, and now leads product strategy.

Lesson: Pivoting early + aligning skills = exponential growth.



✗ Mistakes: Drifting without vision, ignoring trends, waiting for promotions.

✓ Fix: Define vision, rebrand, network, upskill.

90-Day Plan:

- **Days 1-30:** Define vision + audit skills.
- **Days 31-60:** Refresh branding + begin networking.

Days 61-90: Target opportunities aligned to vision.



**Next Step: Want a
personalized 90-Day
Promotion Roadmap?
Book a 1:1 Career
Acceleration Session
with Mayank.**

Email:

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