

Yeh IDEology

THRIVE BY DESIGN

*The 7-step Guide to Overcome Obstacles
Through Creativity*



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The Current Situation

In all my years helping creative professionals understand how to pivot to the next stage of their career to thrive, one of the first obstacles we find that block people is their mindset when a crisis hits them.

We all want to change and yet in moments of crisis and chaos, the first thing we all do is to become fixed in our mindset. When that moment of crisis happens either it's external or internal (and oftentimes there's a combination of both that affects most individuals) you freeze. You freeze in your thinking and thus in your actions. We find that people will do things but much of the actions they take are still the same as what they've been doing all along and oftentimes, those same actions will not get you to really change your situation the way you want them to. **When we freeze in our thinking it narrows our field of vision.** But, don't get me wrong, this happens to all of us at one point or another in our lives.

Your goal is to be able to **see your situation creatively to identify an opportunity.**

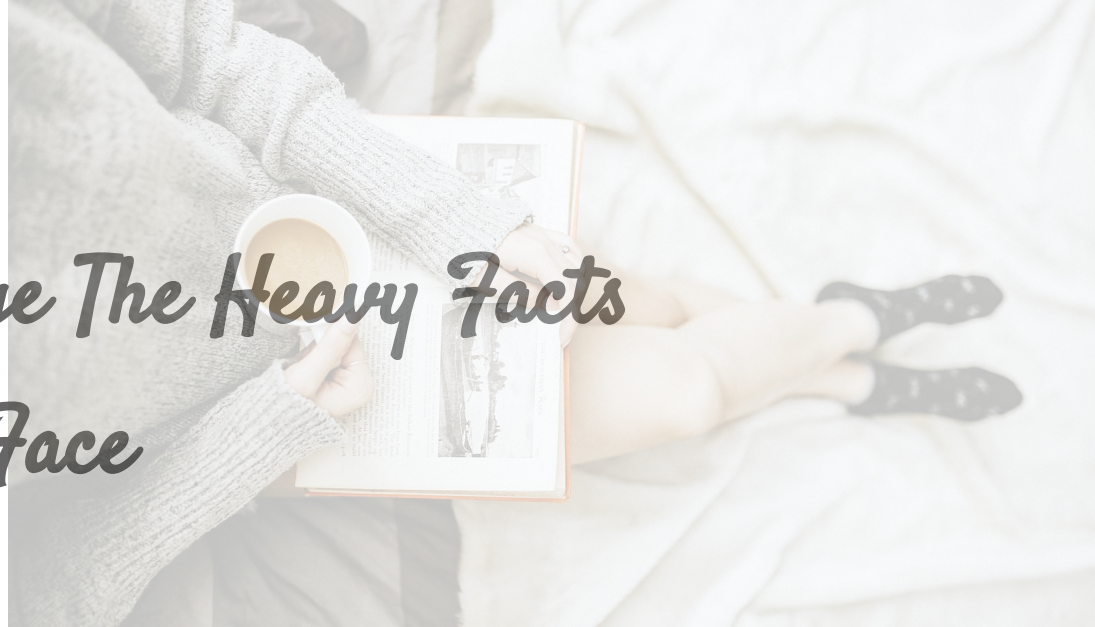
The Current Situation

The question here is **how do you break through this pattern?** You need to train your mind to see your situation more creatively. Here's one of the methods that we've use to help our clients to unlock their mindset to identify new and better opportunities.

Try this process yourself to unlock your mindset, to expand your ability to see your situation from different perspectives, to be able to uncover the hidden opportunity that's there waiting for you.

*Now more than ever is the time
to be creative in how you see your
situation, to find better solutions.*

1. Acknowledge The Heavy Facts We Have To Face



You can not solve a problem without understanding the obstacles, the barriers, the limitations of the situation are. If you ignore these factors, you will be hit by them time and time again. And yet facing the facts can be a hard and painful process. Using this method allows us to step back and begin to look at this situation objectively.

Here are some examples of heavy facts that may be affecting you now:

- Social distancing
- Work has changed and I don't know how to see or fix my situation
- Our lifestyles have changed and I'm not going to be able to work the way I used to and I fear my employer or client will not be satisfied
- My job has been furloughed or I'm laid off
- The market or business I'm in may take a while to come back
- My client or employer doesn't have enough business coming in
- My business or clients are in the hospitality industry and this business has slowed down
- I have a job but I don't love what I do any longer and I don't know what to do about it
- I want to progress up the ladder but I don't know how to.
- I need to find a new job but I'm afraid to right now because I know how exponentially competitive the job market is now.

2. Acknowledge The Fear & Apprehensions



To get past the negative, you need to **express it to release it**. Don't deny yourself from facing and acknowledging what you are thinking; otherwise, it will always loom in the subconscious. Write this down. See the facts for what they are. Articulate the apprehensions so you can see your fixed and limiting beliefs; so that you can look at it and see it for what it is. Only then are you able to finally get past this point to move on to solutions.

- What is a heavy truth that you have to come to terms with? For instance is your market or industry going to take so long to get back that you're going to have to turn elsewhere?
- Where do you have a fixed mindset about a topic that might be holding you back?
- What are you ready to change and what are you not ready to change?
- Do you ever find that you can't get past an issue, and why?
- Is it more mental confusion and uncertainty than it is a logistical problem?



3. Ask the Right Questions

- 1) Write down the challenges that have been stopping you from moving forward
- 2) Ask yourself the right questions to deconstruct the situation:
For instance, Has your market changed and how? Have your employer or client's needs changed and how? Where has the design's value changed in these circumstances? How are these things affecting you and your career? What it is that needs to change in your expertise, in your market, in your customer's needs that need to change for you to identify new avenues of opportunity?

Challenge 1: _____?

Question 1: _____?

Challenge 2: _____?

Question 2: _____?

Challenge 3: _____?

Question 3: _____?

4. Look At The Limitations of The Statement



We are our most creative when we have limitations to work around. Now, look at the limitations of each statement you wrote down. Are these challenges **facts** or your **own perceptions**? And even if it's a fact there are different perspectives and limitations to facts.

How can you see each fact or situation differently?

- What limiting beliefs do you tell yourself that thwarts you from reaching your goals? **By breaking down the goal and your apprehensions**, you'll see how truly viable your goal is and how you can convert your limiting belief into a goal you can reach.
- Break down the limiting belief into specifics as much as you can. The more you break down the limiting belief the more you can analyze it and see **what aspects of this you can execute** vs **what aspects you need to outsource** and or if certain aspects are truly not feasible.
- What are other ways to see the problem statement or situation? What are all the other ways to see your situation differently? To work around your situation differently.

5. Identify a New Path



Ask yourself questions about.....

- What might change in the next few months? For instance, when do you think your market or industry might come back?
- When your market or industry comes back, how will it be different than before?
- What was your goal and how would your goal change now?
- What will happen when you reach your goal?
- What were somethings you were doing to reach your goal and how will you have to change what you're doing to reach your goal?
- What are the key things I need to do to improve the current situation?
- What are the things you can do in the interim to help you reach your goal?

Be open and aware of even your own thought process. Listen to how you are framing your own thoughts.

The key here is to listen to your words. When you write your thoughts down, you'll have the opportunity to notice your own perspective of yourself, of your situation, of the challenges in your way, of the opportunities that will present themselves to you and what you'll need to do quickly attain the best opportunities.

Notice how you've framed each answer. Look to see how you might be limiting or skewing your own perspective. How can you reframe for yourself how you know each phase of this process to open up and identify the best opportunities for you?

6. *Pivot To See The Possibilities*

What can you do now to empower yourself? Now that you've broken down your situation as well as your limitations, and you're looking at your situation from different perspectives chances are you'll begin to see areas of possibility. This is where you can start to see new areas of opportunity you can begin to act on.

- Look for other ways to see the situation
- Where are the openings and the path not taken?
- Take care of your health and well being
- Take care of other's health and wellbeing
- Find ways to adjust to the new situation
- Find ways to create new healthier habits and routines within this #newnormal

A background image showing two hands, one from the left and one from the right, holding a dark grey heart shape. The hands are positioned as if they are gently cradling the heart. The text '7. Now, Bounce Your Ideas Off' is overlaid on this image in a dark, cursive font.

7. Now, Bounce Your Ideas Off

Outside Perspective

- Last but not least, the hardest thing for people to do is see their own situation with clarity. Often times, there are aspects of your own situation you may not know how to consider. We all have our own blind spots. **So you'll want to unpack and see your situation from an outside perspective. You want to turn to someone who has the expertise to help you see your situation with full clarity. You want to ensure every aspect of your situation is considered so nothing critical is missed. This is why athletes look for the best coach they can find to enter into the Olympics and then to win the gold.**
- Turn to the best expert you can find to ensure you're seeing your situation in the right perspective so they help you understand what your best opportunities are and how to reach them. Short of that what you can do to begin this process begins with turning to a friend or colleague to talk out your situation.

Summary

You now have the basic framework of one of the first key steps to overcome obstacles. Once you've converted your fixed and limiting beliefs you've expanded your perspective, and you'll be able to see where the opportunities are around the obstacles in your way. When we take our clients through this process of how to see themselves and their situations creatively to identify new opportunities, they are able to identify and validate which opportunities are best to pursue. They then are able to develop their Career Strategy Plan towards landing those opportunities. Through this process, our clients have consistently **1) landed career opportunities right within their reach they had not seen previously, 2) engineered unconventional pivots quickly without having to start over, and 3) identified new career farther-reaching opportunities they previously did not realize was available to them.**

Take yourself through this process and lay out the steps of how to see yourself and your situation in a different perspective. **Remember to be mindful to see your situation with an objective eye.** When you look at the problem objectively and then break down the problem into components, you'll be able to see the situation differently and you'll be able to identify **NEW opportunities** you can consider.

Once you've gone through this exercise of Overcoming Obstacles through Creativity, act on what you've identified. This certainly is an evolving process. Over time you'll realize that your perspective of your situation will shift. Come back to this exercise after a certain period of time and reevaluate. Chances are you'll find that your shifting perspective will change how you'll identify new opportunities you'll want to test and validate and win!

Yeh IDEology

“Angela helped me make some of the biggest decisions in my career.... (she) has a natural ability to understand how people will grow and stretch. She helps people unlock their true potential.”

- Erica Eden, Director of Global Design Innovation, Pepsico

BACKGROUND

With over 20 years of executive coaching and recruitment specializing in design, strategy, & innovation, we've developed a proven methodology that has helped thousands of creative professionals learn how to move from being stuck in complacency to owning their own futures, succeeding in thrive career paths (both corporate and consultancy), running their own businesses, and winning full-time roles, all while earning the compensation they deserve.

But you have to make the first move.





ANDREA MORALES

Lead Product Designer, MongoDB

"The Yeh team caught me when I was a bit down on my prospects in the job market: I had a very stable, promising consulting job, but I wanted to be on the product development side of things. I yearned to dive in, head first, to master guiding the whole life-cycle of a product, not just checking in every now and then as a consultant. And the team at Yeh Ideology completely got this!"

As a result of Thrive By Design, Andrea has advanced her career rapidly and continuously to this day.



DANIEL CHU

Founder, Pragmatic Innovation

"I had been practicing design for 15 years, but having been out of China for so long, my professional network in industrial design industry was practically nonexistent. I realized I had to seek help to figure out what my strengths are and what I wanted to achieve. Angela helped me get on the path not only looking for a job but also propelling myself into more new experiences to gain a better understanding of my skillset and what I bring to the table."



MEL LIM

Brand Strategist, Author, Keynote Speaker
Maspira Group

"(Angela is) an amazing leader in the design and talent strategy space. She has been helping a ton of executives in the design and advertising space, rediscover their passion, realign their career goals and repackage them for the new economy and she has helped me find mine. She is a powerhouse."

As a result of Thrive By Design, Mel quickly pivoted and catapulted her career to new heights multiple times and has made millions transforming her clients businesses.



JEANINE CAUNT

Creative Operations, Ciena

"Angela's talent as a recruiter is undeniable. But what is startling is her ability to intuit what an organization needs in terms of its people, this in turn informs her how to help talent. And she is so keenly aware of the internal shifts a candidate must undertake to not only prepare for a job search but also to be able to accept a job role."

Jeanine came to Thrive By Design unable to enter the strategy market, as a result of the program Jeanine immediately land a job at a progressive startup where she then rapidly rose within the corporation three times within 3 years.

In 2019 less than 25% of professionals found they are satisfied with their career and work. Today that number has dropped precipitously. And evolving a career and job transition are the top challenges professionals face in creating a career they are thriving in because there are too many factors for individuals to correlate and align.

Today many companies are cutting their overhead and payroll by 30% or more. And yet there are still companies looking to hire. For those that are hiring, it's an employer's market because it's even more critical today that employers hire the best talent. The talent competition is higher now than ever before, and there is little room to guess your way in your career today.



Our mission is to help our clients design thriving careers
immediately and continuously.

- **Now more than ever** you will want a bulletproof career strategy plan to understand how to evolve your career to thrive in this new economy.
- **Now more than ever** you're going to want to secure and even evolve your role in your company vs let go.
- **Now more than ever** you're going to want to know which opportunities are the ones to pursue and cultivate for you thrive.
- **Now more than ever** you're going to want to know how to represent yourself and how to negotiate for that extra 20K in your interview with your client or employer.
- **Now more than ever** is the time to take massive action to do what it takes to ensure you are thriving through chaos.



In the last few weeks despite this new crisis, [our clients](#) have won repeatable success:

- One of our clients is a design executive who has just secured a highly sought after and coveted **Chief Design Officer** position at a well know corporation.
- Another client of ours is a senior designer who is now recognized for her groundbreaking work and **is being pursued in interviews by a company**.
- Another client has built a solid consulting practice, recently successfully **winning 2 new major bids** with their corporate clients to help them through this recession.
- Another design client at a consultancy that was about to drop his role was not only able to secure his role was just **promoted up to management** despite the market.
- [Our clients](#) learn to qualify the best opportunities they can thrive in and repeatedly secure more work and jobs than the industry average making an **increase of \$50K- \$100K**.



Yeh IDEology

If you're looking to **design a thriving career** amidst moments of change and you want to ensure you are making the right choices, then schedule a call with our founder Angela Yeh, for a complimentary career consultation at thrivebydesign.today/call.

