SOAR

Presenter: Trish Ryan, Managing Partner of Ryan Consulting Services

Trish Ryan is Managing Partner with Ryan Consulting Services. For over three decades, Trish has served our industry as a recruiter, leader and strategic consultant. Her search experience began in 1980 as Managing Partner at JPM International, then as a Director of Network Development of a global recruitment network. She then transitioned to the role of Vice President of the search firm PrincetonOne in Southern California. Now she now owns Ryan Consulting and works with recruiting firms to help both owners and account executives excel in our business.

In this presentation, Trish shares a planning technique called SOAR. SOAR focuses on opportunities and aspirations; in essence, where we see our business in the future. Thus, this is a great tool to growth planning within your own individual desk, team and overall organization.

Meeting: "SOAR" by Trish Ryan

If you are reviewing this episode with a team, watch the entire Episode.

(Facilitator): As recruiters, there is a powerful question we ask candidates which typically elicits immediate pause, reflection, and authenticity in the answer. It is a question that catches most off guard, creates a feeling of nostalgia, and sometimes even prompts a smile.

"At what point in your career did you feel most fulfilled? When did you feel you were truly in your prime, or at your best?"

Unfortunately, more common than not, the answer is a story of the past. Trish's exercise gets us re-grounded in the present while looking forward to what's yet to be created. Let's start with evaluating our strengths (if you are new, use the strengths of your firm – and remember, go beyond surface answers!):

 What do you excel at? _____

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_____

What are your greatest accomplishments? _____

_____

_____

What are you most proud of? _____

_____

_____

What makes you unique? _____

_____

_____

What do you provide that is world class? _____

_____

What strengths of yours are most valuable in your marketplace? _____

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What do you do or have that's better than anyone else? _____

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(Facilitator): Next up, opportunities. A commonly cited quote (original author contested) reminds us that *"it's never too late to be what you might have been."* It might help to know that celebrity chef Julia Child worked in advertising for the majority of her life and did not release her first cookbook until age 50. Legendary comic creator Stan Lee did not create his first comic until he was 39. Colonel Sanders of KFC fame did not start franchising his company until the age of 62. The individual responsible for inventing instant ramen noodles did not do so until he was nearly 50. However, this message is not about how you can succeed later in life – it's about how to take your environment of previous success and push yourself to add to it, year in and year out.

What partnerships would lead to greater success? _____

_____

What changes and trends in the market align with your strengths? _____

_____

_____

What threats do you see that you could reframe as opportunities? _____

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What needs and wants are you currently not fulfilling for your clients? _____

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_____

Are there gaps in the market that you could fill? _____

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(Facilitator): Next, and perhaps most important segment, are each of our aspirations. It is not realistic for a person to be all things to all people, or to be perfect in every facet of life. But sometimes, we sense deep inside that there is something else waiting for us. We just need to be courageous enough to create a little space to discover what it is.

Sometimes, you must release your grip on your current identity in order to allow yourself to transform. You simply cannot be the person you *want to be* and the person you *currently are* at the same time.

You have to determine for yourself whether you're willing to let go of who you are to become the person you want to be. What holds most back from creating this space is that it will result in change, and most people react to any change with fear. Change shifts our comfort zones, where we find security and stability, so fear is a naturally occurring reaction. Fear gains strength when you focus only on the negative possibilities of a situation or event. The answer is to concentrate on just two or three changes at a time - perhaps only just one! As your new habits embed themselves into your personality and habitual behaviors, you can add additional changes to your routine. This creates a managed process of change that will help guide you towards your aspirations.

What do you want to achieve in the future? _____

_____

_____

How can you make a difference? _____

_____

_____

What should your future business look like? _____

_____

_____

What are you passionate about? _____

_____

(Facilitator): Final topic – RESULTS! If we've got all the info above, why don't we jump into action? It's simple: the rewards of these changes are in the future, when the discomfort and discipline are right here and right now. When there's an absence of a compelling reason, or drive, you will be a thermostat. You'll work as hard as necessary to keep the temperature comfortable – and when it reaches that temperature, you'll turn off until needed again. Discussing change and goals can be inspiring, energizing, and stimulating! Yet it feels tough, awkward, annoying, frightening, and completely unpleasant to discuss the discipline needed to reach those goals. There is no shame in being average or competent if you are unwilling to pay the price of excellence! Let's quantify:

What measures will tell you that you are on track to achieve success? _____

_____

_____

How do you translate your vision of success into tangible outcomes? _____

_____

_____

How do you know when you've achieved your goals? _____

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