

CHRISTIE'S TOP 10 TIPS
FOR CREATING A

*Bold
&
Brilliant*

CAREER

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ABOUT THE AUTHOR

Christie Hunter Arscott

Christie Hunter Arscott is an award-winning advisor, speaker, and author of the book *Begin Boldly: How Women Can Reimagine Risk, Embrace Uncertainty, and Launch A Brilliant Career*.

A Rhodes Scholar, Christie has been named by Thinkers50 as one of the top management thinkers likely to shape the future of business. Christie was also selected for the biannual Thinkers50 Talent Award shortlist of the top global thought leaders in the field of talent management.

Christie's research and writing have been featured across international publications including Harvard Business Review, Forbes, Fortune, European Business Review, TIME, Fast Company, Business Insider, and more. Her article *Why So Many Thirtysomething Women Are Leaving Your Company* was selected for the Harvard Business Review collection of the top articles on diversity.

Christie has spoken worldwide to leading organizations and institutions including the World Economic Forum, Harvard Business School, the University of Oxford, and the Global Women's Forum for the Economy and Society. Her corporate clients include Bacardi, Deloitte, PWC, HSBC and more.

Christie holds a Bachelor's degree in Political Science from Brown University and two Master's degrees with a focus on gender research from the University of Oxford. She currently serves on the Women's Leadership Board of the Women and Public Policy Program at Harvard Kennedy School.



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ASK YOURSELF:

01 Do my actions match my aspirations?

Do you desire to build a brilliant career? If yes, cultivating the career you crave requires bold action. As I share in my book:

“Brilliant careers are seldom built without bold moves.”

ASK
YOURSELF:

Do my actions match my aspirations? If not, if you are aspiring to be bolder and braver yet continuing to play it safe, it may be time to build the bridge between what you *aspire to do* and what you *actually do* and to equip yourself to make bold career moves.

Revisit this frequently to hold yourself accountable. Aspiration without action is futile. It is time to back your boldest aspirations with intentional action!

02 Reimagine risks as *bold moves*

The language we can use can do one of two things:



**ELICIT
ACTION**



**INHIBIT
ACTION**

When we talk about taking a risk, we often think about how to hedge, mitigate, or minimize it. But what if instead of asking:

“Should I take this risk?”

...You flipped the script and asked:

“Should I make this *bold move*?”

Reimagining risks as *bold moves* - that you have the opportunity of making - will elicit action in your career and life!

03

Manage your career like an investment portfolio

Your career is like an investment portfolio that you alone can manage and own. It isn't about making one big bet. You manage your portfolio on an ongoing basis and make many bets.

Think of this as being like the conventional approach to a portfolio: **diversification.**

You never know how one risk is going to turn out so you spread the risk over a variety of investments.

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You can think of every risk you take as an investment in your future, your diversified career portfolio.

ASK
YOURSELF:

Do I want a portfolio that lies stagnant or one that's diversified and dynamic, fueled by my ongoing approach to seeking smart risks, making many bets, and ultimately, investing in my best future?

04

Don't focus only on the potential consequences of taking a risk; also focus on the potential consequences of inaction

Instead of only asking “What happens if I risk?” also ask “What happens if I don’t?”.

Inaction comes at a high price that we often overlook. The way that our human brains are wired, it is more common for us to assess the pros and cons associated with an action rather than associated with inaction.

However, when assessing risk, this is an error that skews our behaviors to view risks as more risky than they are without appreciating the cost of not making a bold move.

When approaching risk, ensure that you are assessing the rewards and costs of both **action** and **inaction**.

ASK
YOURSELF:

What is the potential reward of risking? What is the potential reward of not risking? Which is the reward I want to reap?

What's the cost of risking? What's the cost of not risking? Which price am I willing to pay?

05 Choose courage over confidence

You don't need to feel confident to make bold moves. You just need to be courageous.

If you wait to feel confident before making a bold move, that subjective and elusive feeling may never come and it may serve as an excuse to play it safe. But by focusing on courage instead of confidence, you can make bold actions in the face of self-doubt and fears.

Be courageous in the absence of confidence, and confidence can actually be a by-product or output.

ASK
YOURSELF:

What can I do courageously even when I am feeling the least self-assured?

It's time to refocus your efforts from seeking an elusive feeling of confidence to taking decisive action with courage.



Avoid the faulty assumption that risk-taking only has two outcomes: success or failure

One of the biggest mistakes is thinking that risk-taking has only **two outcomes: success or failure, that is, gains or losses**. When you take a risk, avoid the faulty assumption that you will either win or lose. This is a forced dichotomy of extremes that holds people back from taking risks.

It is true that an undesired result may lead to some lost ground; a risk is a gamble, and the possibility of a negative outcome is part of the process.

But *the reward of taking risks is always progress* if you optimize risk-taking and have the right mindsets to learn from the outcomes.

In all cases, you will either achieve a goal or learn a valuable lesson that will propel you forward and help you refine your approach.

The secret to building a brilliant career is to take proactive, intelligent risks backed up by a plan for a range of possible results, knowing that you can progress no matter the outcome, as long as you possess the right methods and mindsets.

In short, intelligent and strategic risk-taking has one outcome: **Rewards.**



Don't underestimate the impact of small yet significant acts of courage and overestimate the impact of seemingly large ones

In today's world of instant gratification and public celebrations of big wins and risks taken, professionals too often overestimate the importance of seemingly big choices and milestones, such as whom to work for, accomplishments, and promotions.

By contrast, they underestimate the impact of incremental changes and smaller courageous acts, such as speaking up in meetings, raising their hand to take on distinct tasks, using their voice to ask important questions and offer a viewpoint on an issue, setting up standing touch points with a manager, suggesting new ways of doing things, or trying something different in a team environment.

These seemingly small acts can cultivate the courageous mindset you need to become a bolder and braver risk-taker and can have incremental impacts over time with long-term returns.

Start small and then scale!



When the going gets tough, refocus on your motivation

Isolating your motivation for taking a risk will fuel your capacity to risk, help you when the going gets tough, and ultimately build your risk resilience.

ASK
YOURSELF:

“What is my why?” In other words, “What is my motivation for taking this risk?” Figure out what is important to you and crystallize a motivation that really matters.

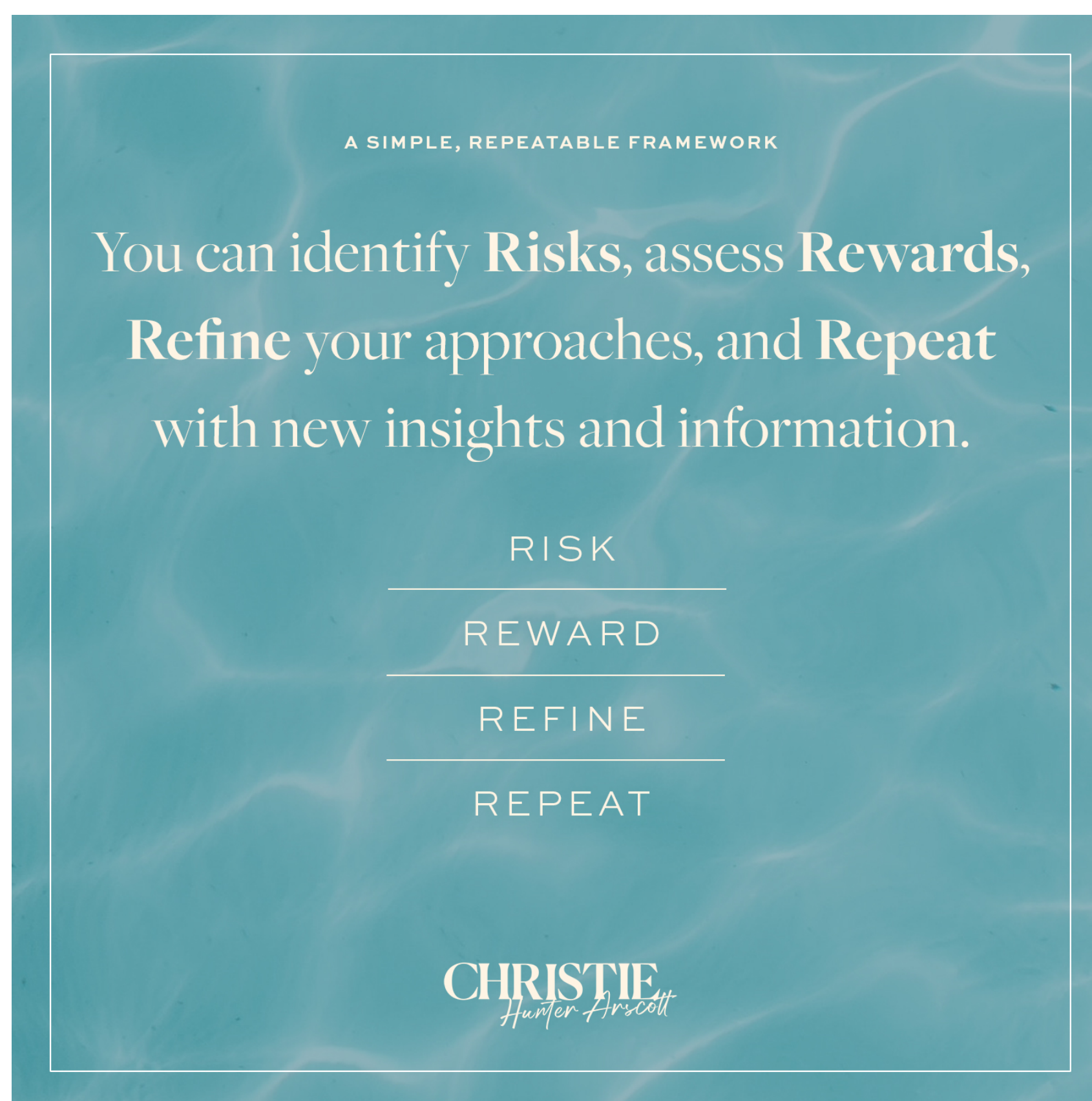
Remember: If it doesn't really matter, it won't really motivate.

When facing obstacles, self-doubt, and fear, you can turn to one of the best tried-and-true tactics and return to your why. Motivation maintains momentum. Doubt and fear are unavoidable in building a career that is bold and brilliant. The question isn't whether we will feel these emotions but how we will recognize them and make progress despite them.

One of the best tactics for getting through times of doubt is to refocus on your why. If you have crafted a motivation that matters, it will help you overcome roadblocks to risk-taking.

09 Make it a habit

Building any habit is a challenge. Building a risk-taking habit is even more so, since it doesn't come instinctively. It takes practice and repetition, and the best way to do this is with a simple, repeatable framework: Risk-Reward-Refine-Repeat



It's a process of continuous improvement that will lead to an enduring and rewarding risk-taking ritual. If you come back to this simple guiding ritual, you will establish a robust risk-taking habit that will help you to explore bold possibilities today and for the rest of your career.

10 Equip yourself to explore the amazing and exciting terrain of risk-taking

Imagine you are preparing for a mountain climb, a challenging hike, or a long journey over rough and uncertain terrain. You wouldn't venture into the wilderness without a proposed path, navigation devices, a plan if things go awry, and a safety net or emergency contact.

Your career should be **no different**.
Equip yourself with the methods, techniques,
and tools to explore the amazing and
exciting terrain of risk-taking.

Want to dive deeper, put these ideas into practice, and get the right tools to build your brilliant career? *Begin Boldly: How Women Can Reimagine Risk, Embrace Uncertainty and Launch a Brilliant Career* is available for preorder now on Amazon or at your favorite book retailer.

GET THE BOOK

Want to work with Christie? [Connect at
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