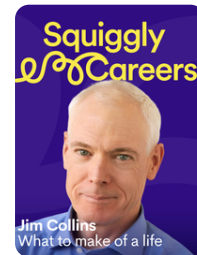


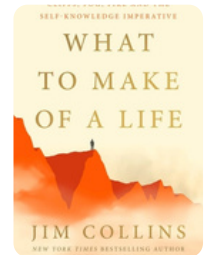
How to find your way through career fog

Jim Collins studied remarkable lives to understand how people navigate uncertainty, change and transition.

His research shows that career fog is something everyone experiences. But discovering and using your encodings (the capacities within you) can help you make choices about where to focus your time and energy.



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How to spot and use your encodings

Discover your encodings

Encodings are the things you're naturally drawn to, instead of the things you've learned to be good at.

Looking back across your life can help you spot patterns and clues about what you might be naturally encoded for.

Try: reflecting on what you naturally gravitate towards, or what you instinctively say yes to. Ask others what they've noticed in you too.

Turn your encodings into super strengths

When you combine an encoding with learning and development, you have the opportunity to turn it into a super strength.

It can help you have more impact and build a career that feels more aligned with who you are.

Choose one of your encodings: then find one new way to develop it through learning, practice or new experiences.

Use your encodings to give

Your encodings aren't only something you can develop for yourself. You can also use them to give to others.

Shifting your focus from what you can get to what you can give can help you use your encodings in ways that support other people and add more meaning to your work and life.

Try asking yourself:
"How could I use one of my encodings to help or support someone else?"

Coach yourself

Where could you use one of your encodings more?

