

# People Building:

Career Planning for your Direct Reports



**Career Growth is as  
important as ever**

**73%**

**of survey respondents said they were  
considering quitting in 2022**

*Joblist: Q3 2021 United States Job Market Report*



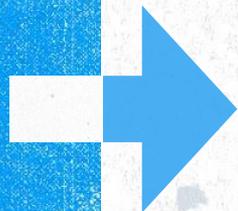


Career Growth is as  
important as ever

73%

of survey respondents said they were  
considering quitting in 2022

*Joblist: Q3 2021 United States Job Market Report*



40%

of those people are looking for  
**career growth opportunities**

# People Building:

Career Planning for your Direct Reports





# Daniel “Burke”

He / Him

Sr. EM - Tweets Org

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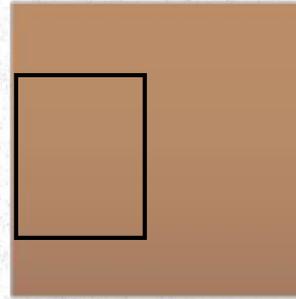
[@d2burke](https://twitter.com/d2burke)





**WHY?**

*else*



**Employee  
Attrition**

**Succession  
Planning**

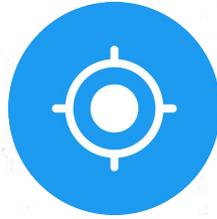
**Your  
Reputation**

# Agenda

Tell 'em what you're  
gonna tell 'em

Tell 'em

Tell 'em what you  
told 'em



**Position**



**Plan**



**Progress**



# Position

## Where are you now?



### Plan

Where are you headed?



### Progress

Helping you get there





## Position

Where are you now?



1.

### Know Our Scope

EMs are gatekeepers to context & perspective, read: Opportunity

2.

### Know Your Level

What are the expectations for your level at our company?

3.

### Know Your Performance

We have to align on your performance delta before we can move forward.





**Daniel Burke**  
@d2burke



**Managers are gatekeepers  
to context & opportunity**  
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## Position

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## Position

Where are you now?



Past Reviews



Assessment



**Alignment**





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@d2burke



Alignment on performance  
is essential to moving  
forward together  
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## Position

Where are you now?



# Plan

## Where are you headed?



## Progress

Helping you get there





## Plan

Where are you headed?



1.

### What's your motivation?

Our team mates aren't all motivated by the mission OR the money

2.

### What's your current path?

There are so many paths to success in tech. It's an EM's opportunity to help you find it.

3.

### Creating Goals

Create SMART goals that tie to company as well as personal growth metrics





**Daniel Burke**  
@d2burke



**Do not project your  
motivations on others**  
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## Plan

Where are you headed?

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It's not just about the next level, it's about the next step in your career.  
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## Plan

Where are you headed?



S.M.A.R.T.



Development



Performance



## Position

Where are you now?



## Plan

Where are you headed?



# Progress

Helping you get there





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**Don't wait for the role to  
open up to begin preparing  
for it**  
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## Progress

Helping you get there



**1.**

### Designing Work

Finding valuable, impactful, work that grows or shows competency

**2.**

### Coaching & Accountability

After alignment is reached, I must hold you accountable to help you succeed!

**3.**

### Reward & Recognition

Ensure that you are seen and rewarded, including pay & promotion!





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Helping you get there



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## Growth Areas:

- [What growth areas can we work on together?]

## Action Items

- leah - [Add items you're going to own]
- burke - [Add items I'm expected to own]

## Things to discuss

- leah - [Add items]
- burke - [Add items]



## Progress

Helping you get there



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# Feedback is kindness

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## Progress

Helping you get there



**Recognition**



**Promotion**



**Succession**



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@d2burke



**#PeopleBuilding** is what  
good leaders do

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# Agenda

Tell 'em what you're gonna tell 'em

Tell 'em

Tell 'em what you told 'em



## Position

Where you're at



## Plan

Where you're headed



## Progress

Helping you get there

**Thanks**



**@d2burke**