



Breaking Barriers:

*Aligning the Power of
Certifications w/ Your IKIGAI*

Gabrielle Davidsen



Agenda

How To Be A Unicorn in a Field of Horses

Align Your Why

Define Your Journey

Tips, Tricks, Pitfalls

Unleash Your IKIGAI

Wrap Up



How To Be A Unicorn In A Field of Horses



Aligning your pursuit of certifications with your IKIGAI

1. I feel passionate and excited about my work or main activities.
2. I believe that my skills and talents are utilized and valued in what I do.
3. My work or activities have a positive impact on others or society.
4. I enjoy and look forward to my daily routines and responsibilities.
5. I have identified my core values and live in alignment with them.
6. I feel a deep sense of fulfillment and purpose in my personal life.
7. I have strong and meaningful relationships with the people around me.
8. I regularly engage in activities or hobbies that bring me joy and relaxation.
9. I am satisfied with my financial situation and feel fairly compensated for my efforts.

Align Your “Why”

“iki”= life

“gai”=worth or value

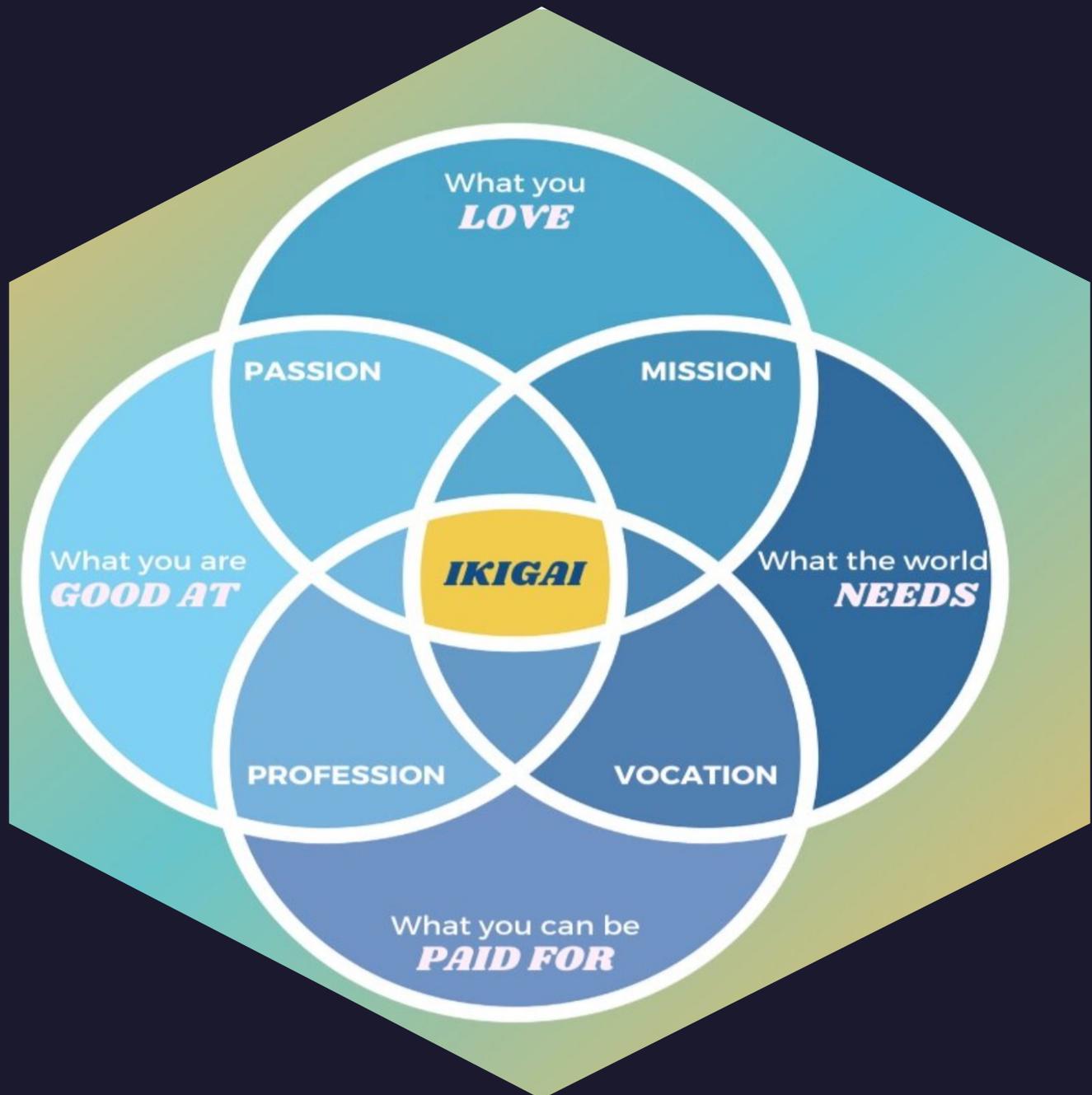
Loosely translated IKIGAI=a reason for being

1-strongly disagree
5-strongly agree

~1-15: Low

~16-30 Medium

~31-45 High



Define Your Journey: Intention & Passion

“The way to get started is to quit talking and begin doing.”

~Walt Disney

- ❖ CSM 91k-189k
- ❖ CSPO 97k-130k
- ❖ SAFe Agile \$80k-\$135K
- ❖ Coach up to up to \$234k

Most Valuable IT Certifications, 2021 (Source: Global Knowledge Study, Top 15 Paying IT Certifications for 2021)	
Certification	Annual Salary
Google Certified Professional Data Engineer	\$171,749
Google Certified Professional Cloud Architect	\$169,029
AWS Certified Solutions Architect – Associate	\$159,033
CRISC – Certified in Risk and Information Systems Control	\$151,995
CISSP-Certified Information Systems Security Professional	\$151,853
CISM – Certified Information Security Manager	\$149,246
PMP – Project Management Professional	\$148,906
NCP-MCI – Nutanix Certified Professional – Multicloud Infrastructure	\$142,810
CISA – Certified Information Systems Auditor	\$134,460
VCP-DVC VMware Certified Professional-Data Center Virtualization 2020	\$132,947
MCSE: Windows Server	\$125,980
Microsoft Certified: Azure Administrator Associate	\$121,420
CCNP Enterprise – CISCO Certified Network Professional – Enterprise	\$118,911
CCAV Citrix Certified Associate – Virtualization	\$115,308
CompTIA Security+	\$110,974
ITIL 4 practitioner	\$98,000 - \$200,000
Organizational Change Management – Prosci ADKAR Practitioner	\$90,000-\$225,000



Tips: Rules of Thumb

There Are No Limits

- Certifications are your opportunity to leverage your professional niche
- Undertake the tasks that fall into the realm of your desired certification
 - **PMP requires prior experience to qualify to sit for the exam!*
- Make continuous learning a priority – create a mission/vision for your brand
- Cross pollinate your certifications to avoid pigeon holds

Build a Brand Story

- Story tell experience and certifications in terms of client journey and outcomes
- Promote your certifications beyond your circle
 - *Social Media / Who Who's / Networking Events*
- Refine your delivery mechanism to create a positive experience

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Flow and Gratitude

- Understand your audiences: Your client, Your Employer, Your Peers – What types of skills and knowledge do they need to succeed now and in the future
- Foster a Following: Public Speaking – Ted Talks – Publications – Blogs
- Mentor and Sponsor

Tricks: Own Your Brand

Digital Media and Networking

- Start developing your “BRAND” – Turn your “WHY” into your superpower
- Create a digital presence on professional network sites & keep it professional (posts, articles, videos, headshot)
- Vet connections, post and like articles/videos that match your brand, join online professional communities
- “Follow” other professionals and leverage their network

Elevator Pitch and Power Bites

- Your resume is your first impression, keep it current, use metrics to show your value, think “street creds”
- Your interview is your second impression – make sure you have an elevator pitch, you’re prepared/practiced for questions you know you’re going to get - use storytelling to tie your experience to your certifications

\$\$\$ Know Your Worth - Cha Ching \$\$\$

- Leverage your certifications and experience to negotiate
- Understand what is important to you & what you will/will not sacrifice
- Sign on bonuses, ‘golden handcuffs’, and ‘golden handshakes’

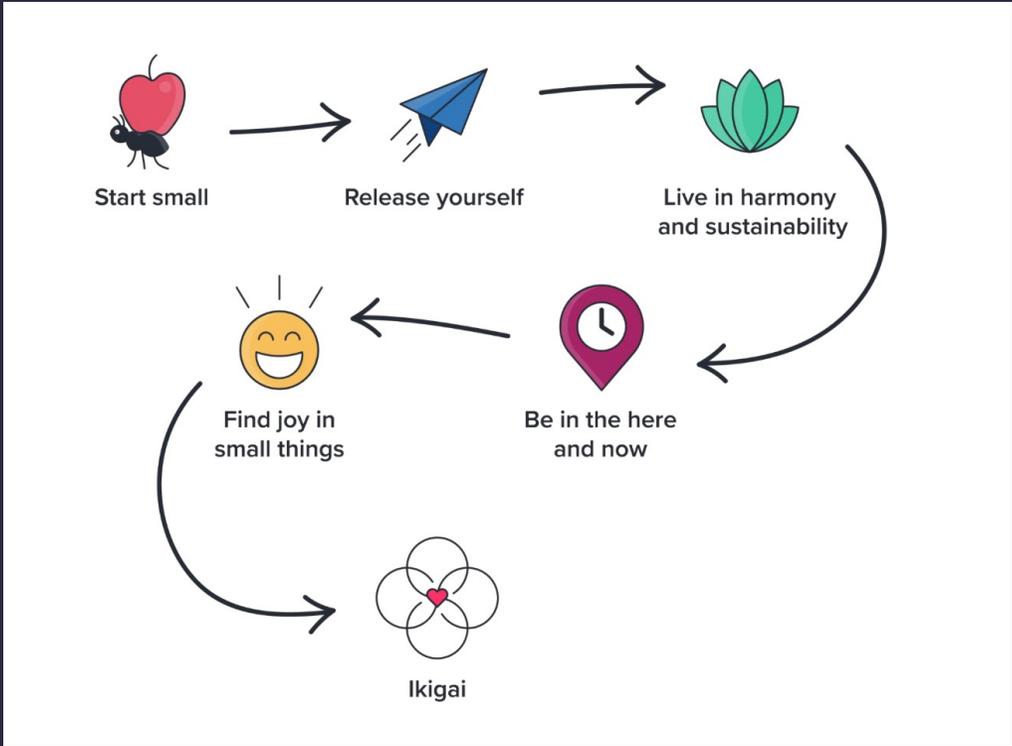


Pitfalls



- Don't begin a certification journey without a goal in mind
- Do research on the best sources for obtaining your certification – ensure it is industry recognized
- Don't keep all the knowledge to yourself - serve as a Mentor and a Sponsor – this will help spread the word you're an expert
- Don't forget to ensure your name is listed on the certification website (PMP, Axelos, SAFe 5.0 etc.)
- Don't get pigeon-holed by your certifications – remember to cross-pollinate your skills
- Don't be too humble: learn to sell yourself through storytelling, include your certs in your email, on social media, etc.
- Reputation matters – grow yours outside of your network – consider public speaking and volunteering
- During performance appraisals, highlight how your certification helped win work / resulted in a positive client review
- Don't forget to craft your elevator pitch
- Don't pay for your certification when your employer is willing to – follow the process
- Don't time your certification so it appears you're only taking the job to go back to school
- Don't bite off more than you can chew

TURNING TIPS, TRICKS AND PITFALLS INTO ACTION: Unleash Your IKIGAI



Created by Ken Mogi



Summary

Recipe for Breaking Barriers w/ Your Certs & IKIGAI

- *2 Cups of Intention (Your “Why”)*
- *1 Cup of Intention and Passion (Your “Power”)*
- *½ Cup Humility (Your “EQ and IQ”)*
- *Mix Together w/ Tips, Tricks & Pitfalls = Unicorn*

Thank You

Gabrielle Davidsen

[LinkedIn](#)

<https://www.linkedin.com/in/gabrielle-davidsen-67a3301/>

