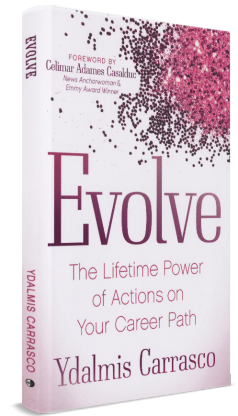


# Evolve

The Lifetime Power of Actions on Your Career Path

by **Ydalmis Carrasco**



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## THE SUMMARY IN BRIEF

Ydalmis Carrasco is a forward-thinking commercial operation and marketing executive with experience in generating revenue and improving operational performance. As she traveled around the world, working in corporate and coaching women from different countries, she discovered her mission—to find as many people as possible, help them, and wake them up to move forward in their lives!

Now is time for you to look around and find a good, comfortable spot and be by yourself. It's time to ask for clarity, to find a map with the right path and the key to a door that goes beyond your desires. Start asking yourself these questions: What is that fire inside of me that can't be extinguished? What keeps me awake during the night? Why haven't I made it happen yet?

Those types of questions are the ones that will take you closer to those dreams that have been in the back of your head for years. Now it is time for you to reactivate them and put them in motion.

## IN THIS SUMMARY, YOU WILL LEARN:

- To evaluate your desires so you can start your path to success.
- How to assess your skills to get on the right path.
- The value of connecting with others along the journey.
- The importance of daily action plans to move forward.

## Introduction

All of us have a voice inside that keeps telling us, “What are you going to do?” “I’m waiting for you to do something different,” “When is the day that you are going to make the decision?” and “Let me get out of here!”

Do you know how many people like you desire to be in power, to manifest personal goals, and to have the abundance and the professional career path that they dream of? You are not alone.

## Are You A Pro Yet?

Probably when you were young, you dreamed about being famous or having a future that is related to your passion. Or maybe you even dreamed of having the best of both worlds: working hard but playing harder.

Sometimes with dreams, we don’t know how we can be closer to make them come true. The reality is that every time you find a way to invest in your personal and professional development, the achievements are higher.

### Take an Assessment

According to industry experts, the average number of times someone switches careers is four times. The way to identify the first step is by asking yourself what your passion is

The “CliftonStrengths assessment,” highlighted in the book *StrengthsFinder 2.0* by Tom Rath, can introduce you to the power and potential strength that you have.

### Connect on LinkedIn

Connect with people who are in the industry you would like to work with. Search for human resource officers, recruiters, professionals who are decision-makers, managers, directors, and even VPs. Connect with personal notes. You need to contact at least fifty people for a five percent response.

### Implement a Daily Routine

Your agenda and schedule must be your “bestie” from day one. You need to have everything scheduled, personal and work-related, so be sure that you include time for lunch or to do something that gives you relief at the end of the day. Read all the emails in your inbox, delete what you don’t need, unsubscribe from the unnecessary ones, and prioritize what to respond to.

What should a daily routine hold? Read an article or a

book or find a source that is related to your field to keep you informed. Meditate, pray, and create a mantra about your vision to be closer to your desires. Write in a journal and get into a flow of gratitude. Release what is not working and manifest your goal. And, finally, do at least fifteen to thirty minutes of exercise that keeps you in good shape, emotionally and physically.

### Many Hats And Stages

Are you overwhelmed? Have too much on your plate? Losing focus? Been there, done that! But the difference is to take it with a positive attitude.

### Multi-task

Managing multiple projects may seem like a daunting challenge. Fortunately, there are several resources and strategies to help you stay on track and make it happen. If you set your priorities, don’t procrastinate, work smart, and play harder, life is going to surprise you back.

### Be Positive

On your way to work, make a plan to start the day on the positive side. For example, open the door for someone, smile to others at least twenty times in the morning (count it), give a compliment, or even stop at a bakery to buy some pastries for a client, for your peers, or even for the kids at school. The satisfaction that you receive is priceless, and more people are going to see the kindness in you. You are going to have a great start, full of positivity and energy.

### Be Social

Open your heart to a new era and be social! When I say social, I mean both virtual and face-to-face social. The best way to increase your followers is by speaking the truth, being authentic, and being consistent.

We juggle so many responsibilities. We are parents, sometimes single parents, and we have our careers, our friends, and our family goals. Some of us are the breadwinners of our homes and have other plans that we want to complete, as well. This is key. Be fearless and take measured risks because life is all about that.

## Connect And Expand

Social media connections are essential. This electronic communication can create online communities to share information, ideas, personal messages, content, and even expand

Be constantly connected, align your message with your brand, have consistency, and be yourself.

beyond international markets. Facebook has 2 billion users, Instagram 800 million, and LinkedIn 500 million. That means that in terms of expansion, reach, and frequency, social media is almost a technologic miracle that can be translated directly to your business.

Be constantly connected, align your message with your brand, have consistency, and be yourself. Go and practice today. Have fun and be social!

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## What Makes You Stronger

Your mental health can affect your daily life and your relationships and is also connected to your physical health. Mental health includes the ability to enjoy and obtain balance between life events or activities and efforts.

### Know your Emotions

Did you see the movie *Inside Out*? It is an animated movie about a young girl who has a wonderful life until her family moves to San Francisco, and her emotions get out of control. How many times have you let your emotions control your day?

Watch the movie to gain insight about your emotions. That will help you to understand ways to do and say things that sometimes are not under your control, while others are easier to manage.

### Practice Positivity

Find happiness in your decisions, and when the day surprises you with something that was not part of your plan, embrace that moment and look for the positive side of it. One thing that may help you relax and bring balance to your days is meditation, prayers, or journaling.

Go and do something that you enjoy. We can have a hundred things to do, but if we don't face our challenges with positive thoughts, there's always going to be a moment that you complain, a moment that you feel uncomfortable, a moment of anger, and a moment of disappointment.

## Leaders Are Learners

What is a leader? Here is the definition from the business dictionary: "A person or thing that holds a dominant or superior position within its field and is able to exercise a high degree of control or influence over others."

### You Can Lead

"A woman leader is capable to reach the impossible and carry her team to exceed their possibilities." Do you know how many women run the show in their country? And how many others are screaming to be out of their internal prison to let the world know about their desires and start creating their own empires?

You must let others know that you are ready to speak up, show them who you are, what your desire is, and then let the leader in you spread their wings. If you don't stop doing what you have been doing for the last ten years, you are going to be in the same position in ten more years.

### Today is Your Day

Go back in history and remember when in your life was the last time that you decided to make a drastic change or face a turning point that made a huge impact, and people noticed it. It could have been a graduation, a wedding, childbirth, homeownership, travel out of the country, car ownership; any of these could be a significant turning point that you experienced in your life already.

Are you ready to be that person who has the guts to declare, "Today is the day that I want to make my life and my dreams come true?" Can you stand up right now and look in the mirror and recite slowly from your heart, these words?

### What Is Your Uniqueness

Talent is the best word to describe what is in you that makes you stand out from the rest of the people around the world. This is a special ability and aptitude that you possess. You can do something without trying as hard. What is it? What do you have in you? Share with others your uniqueness.

## Step up to Leadership

In 2015, the Gallup company conducted a study that showed that “about one in 10 people possess high talent to manage. Though many people have some of the necessary traits, few have the unique combination of talent needed to help a team achieve the kind of excellence that significantly improves a company’s performance. When these 10% are put in manager roles, they naturally engage team members and customers, retain top performers, and sustain a culture of high productivity.”

If you are people-oriented, committed, and intuitive, you may be in the 10%. Being willing to take risks and motivating others are also markers of a leader.

## Don’t Hide Your Talent

If you have a talent that has been hidden, that is very special, that makes you unique, you must do something about it. You should love to show others your skills and the gift that is part of the total package of who you are. Every time that you share your talent, you are helping others do the same. At the same time, your family, your friends, your peers, and everyone around you are going to be impacted. And guess what? It is your legacy, and that will remain from generation to generation.

If you look at the term *uniqueness*, in mathematics, it is related to the phrase “there is one and only one.” It is used to indicate that exactly one object with a specific property exists. It is the same about everyone in life. To stand out in the market, you are one and only one who is going to make a difference with your own formula. Be bright, strong, and conquer the world out there.

## Who Are You Now?

Imagine that I’m walking down the street and we see each other, and I say, “Hey, tell me about your life! I haven’t seen you for a while, and I can tell that you look different.” What is your answer? What will it be one year from now? People are going to start noticing that you are doing something different.

When you begin planning your life and start seeing great results, you will feel empowered. Think on the action plans from *Evolve*. You may want to go back and start creating templates and make a plan of action, lists, or start calling people. You will be on fire!

We have been talking about professional life, education, uniqueness, leadership, money, responsibilities, roles, and networking. Now it is time for you to start getting ready and continue with the new journey, taking into consideration that what you are going to do is for real and forever.

Challenge yourself daily to improve and get better with what you feel passionate about, to have new goals, and to be ambitious with short- and long-term plans. If you can have a timeline to see your forecast planning, it will be amazing!



Ydalmis Carrasco possesses over twenty years of experience working in the pharmaceutical, medical device, and biologics industries on communication, commercial operations, and marketing for Fortune 500 companies. Originally from Cuba and raised in Puerto Rico, Ydalmis now resides in Miami, Florida.

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