

# The ENGINEERING CAREER COACH

WITH

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## The ENGINEERING CAREER COACH PODCAST SESSION #42

### The Key to Controlling Your Destiny in Your Life and Engineering Career

Show notes at: [engineeringcareercoach.com/controldestiny](http://engineeringcareercoach.com/controldestiny)

**Anthony's Upfront Intro:** In this episode I'm going to give you the one key that you have to know in order to control your own destiny in your career and your life. Let's do it!

**Episode Intro:** Welcome to ***The Engineering Career Coach Podcast***, where it's all about helping real engineers to overcome real challenges and get real results. And now for your host, who is on a mission to inspire as many engineers as possible, professional engineer and certified career coach, Anthony Fasano.

Hello! Anthony Fasano here and this is the show for engineers that want to create extraordinary careers and lives. I hope you are having an enjoyable new year thus far. I certainly am. I have a shorter than usual show for you today but I believe it is a powerful one. It's based on a coaching session that I had recently with an engineer who told me that his ultimate goal in his career was to be able to control his own destiny and that got me really thinking about that. And I would hope that that's really most people's goal and to be able to control their own destiny in their careers and their lives. So I'm going to dig into that in today's episode.

Before I do that though, I do want to make one very special announcement, one that I'm very excited about. I have released a new goal setting course for engineers called the *Engineer Your Goals Course* at [engineeryourgoals.com](http://engineeryourgoals.com), and I'm really, really excited about this. I'm a huge proponent of goal setting. I believe that if you don't have clear goals in your life, then you're going to struggle. You're going to struggle with clarity. You're going to struggle on being successful. You're going to struggle and just enjoy knowing your career and your life because you're not moving towards something. I dug real deeply into this in the last session of the podcast, Session 41 on goal setting.

But I've done so much work on goal setting myself. Over the years, I've taken courses. I've read books. But there wasn't something out there for engineers specifically. So I created the course and you're going to laugh, but I based it around a special spreadsheet, a customized spreadsheet that I designed that the course goes through a series of lessons and it prompts you to fill out this spreadsheet. It asks you deep questions about your values and walks you through, there's a couple of exercises.

# The ENGINEERING CAREER COACH

WITH

ANTHONY  
FASANO

And then at the end of the lessons, you actually have a spreadsheet with your professional goals, long-term and short-term, and your personal goals, long-term or short-term. And I'm really excited about it. I used the spreadsheet myself and I've tested it with some people. And again, it's at [engineeryourgoals.com](http://engineeryourgoals.com). There's the basic course, and then there's a premium course that comes with once coaching session with me.

And the premium course, there's actually going to be a pretty heavy discount on it thru Tuesday, January 13th. So if you're listening to this on Monday or Tuesday, you might get in there and time for that, it's [engineeryourgoals.com](http://engineeryourgoals.com). But if you look at the price of it, it's going to be worth it either way. So I hope you'll really consider taking my course. It'll also give you access to a private Facebook group that I created where I'll personally be entering questions of the course attendees to give you that access as well. So, please, again, check it out.

And if you're not interested in the course but you want to start the year off with some one-on-one coaching, I've also made that available based on the request of many of my listeners and you can check out some coaching packages at [E-N-G-I-coach.com](http://E-N-G-I-coach.com).

So with that, let's get into the topic for today. And before we jump in, let me give you a quote that I think will really help us go through and kick off this episode today. And the quote goes like this, "**Everything is worth what its purchaser will pay for it.**" That's from Publilius Syrus. Again, that's "Everything is worth what its purchaser will pay for it." Publilius Syrus was a Roman writer long, long time ago, but this quote is just perfect for what we're going to talk about today, so let's do it.

## Coaching Segment:

**Anthony:** So this engineer posts this question to me, or he has made this statement to me that he wanted to be able to control his own destiny, and I started thinking about it and I've thought about this in the past and I've read some great books that talk about this. And I think controlling your own destiny really boils down to one thing, and that one thing is how much value you can provide to people, how much value you can provide to your company, how much value you can provide to your clients, your colleagues, your staff, even your family.

I think of it as value but its value in the personal or professional sense. And if you can wrap your head around that and you're able to maximize the value that you give to each of those different people in your life, then you're going to be able to control your own destiny.

So, for example, if you work for engineering company, which you very well might, and you've been working there for a period of time, ask yourself the question, "What value do you provide to your

# The ENGINEERING CAREER COACH

WITH

ANTHONY  
FASANO

company," and try to answer that question. And I think when you look at this topic, you have to step back and look at the big picture and you have to think about what do people expect from you versus what you're delivering.

So if your supervisor is expecting you to be 95% billable, he's expecting you to bring in \$50,000-\$100,000 in business in one year. He's expecting you to mentor young staff. Do you know that? Do you know those expectations? Are you clear on them, and are you delivering and over delivering on them? Because if you are, then you're going to be giving so much value that you should be able to have a lot of control over your destiny within the company, and that's the way it was for me when I was doing engineering. I got to the point where I was doing a lot of things that the company was happy with that they promoted me rapidly you know multiple times in a year. And again, I was clear on what they wanted because I asked them and then I took that approach to deliver that value.

So I think what happens with many engineers and many people really is that we get into our heads what we think value is and what we want to provide the people and then we just do it and we don't think about what they actually want and we don't ask them.

So let's think about this in a couple of different scenarios and I'll leave you with the couple of questions that you can think about for yourself. So, firstly, think about it from the standpoint of your company. Think about how you can understand what your company truly expects from you. What would make you valuable in their eyes and you could ask that of your supervisor. Now obviously, you're not going to go in there and say, "You know what makes me valuable to you," but you could say, "You know, listen. I really want to advance here. I'm excited about the opportunities and I just want to understand from you, what are your expectations of me? What do you see from me in the next year, two years, or five years?" Let's see what the answers are.

I mean you're going to get some great feedback in that question. Just think about that. And then you're going to have a blueprint and you're going to understand, "Okay. If I want to be valuable in this company, if I want to control my destiny, this is what expectations I need to meet or exceed."

Let's think about it in the form of your clients. Some of you may not be dealing with clients yet, but still, you will at some point most likely. And when you have a client, it's a little bit of a different situation. Now, a client is paying for your service or paying your company for their services.

So when you talk to a client, you can't just assume that you've done projects like this before and you're just going to go ahead and do them again. You have to understand what this client's expectation is. Maybe this client never dealt with an engineer before. This is their first project. Maybe you work on large projects like for Boeing or a company like that and you are only dealing with one small person in a larger client. What does that person's expectations? And maybe from him, you

# The ENGINEERING CAREER COACH

WITH

ANTHONY

FASANO

could find out his company's expectations. It's like any good engineer does. You need to gather data.

So when you understand what the client is looking for, then you're going to be able to serve them. If the client says to you, "Well, we expect you to have an approval on this project in one year," then you can either say to yourself, "Okay. Now, I can run fast, understand that I need to get this done in a year," or you could say to the client, "Listen, trust me. We want to do this as quickly as we can, but our history has shown that you know this approval process is taking 18 months. So I want to make you aware of that. I want to give you heads up on that and I want you to hopefully maybe you can modify your expectations or at least understand that your expectation is one that is very, very aggressive and we'll do our absolute best to meet it. But I don't want you to be disappointed if we're four to six months behind that," and that's so critical. So many people don't do that.

Think about that even with your colleagues, and these sound like kind of silly things. But if you go to lunch with some of your colleagues every Friday, and one Friday, you're not going to go because you can't make it but you don't say anything to anyone and then they come into your office and say, "Are you ready for lunch?" You say, "Ah, I can't make it today. I'm going out with such and such," they might be a little bit upset and because you know that their expectations or that you're going to come out to lunch with them every Friday. If you're not going to meet those expectations, then make it clear to them. That's kind of like your value to them, your relation to them.

So you can look at this at any realm. But staff, staff is another big one. What do you expect from your staff and what do they expect from you? I know when I was an engineer, I expected that my manager would guide me through the projects. And I expected that he would review my information in a timely manner and provide me with feedback. And unfortunately, he didn't have the same expectation. He didn't do that. He put a lot of my staff to decide and took him a long time to get into it and I lost momentum and it wasn't a good working relationship. So this is one manager I had at one time.

So if you are managing a team, this can be like in your professional association. If you're putting together an event, you're managing a team, what are the expectations?

And lastly, your family. One of the great books that I've read, *The 5 Laws That Determine All of Life's Outcomes*. We actually had Brett Harward, the author at the IECD Meetup in Austin last year. He talks about this in his book that a lot of times, people, especially like in marriages, while a lot of marriages fails because if the wife is expecting something from the husband but he doesn't understand what she's expecting so he's trying to deliver something else. And I think they did a survey and I think what they said was they asked like 50 to 100 men, if they were to rank the things that the women wanted the most in a man, what would they be? And I think most of those men focused in around money and looks. And then they asked 50 to 100 women, "What is it that you

# The ENGINEERING CAREER COACH

WITH

ANTHONY

FASANO

really want in a man,” and what they focused in around was “caring, conversations, and being available to me”.

And so the funny thing was that all these men were going out and approaching women with the idea that these women were looking for men with a lot of money and good looks, and all these women were thinking, “Oh, the best man that I can have will be someone that would engage in deep conversations, to be around for me.” And it’s just exactly what I’m talking about here, it’s the value and what value is expected from you. Because if you can deliver that to someone, then you’re going to be able to control your own destiny. You’re going to be able to make everything in your life and in your career a success.

So I know that this is a shorter podcast episode that I usually do, but I think it’s really important and I wanted to get it out there to you. And I want you to think about this in your career. I want you to think about the value that you’re providing to people and how can you improve that value, how can you get more clear on what their expectations are, and how you can meet or exceed them.

Alright. When we come back in a minute with the Take Action Today segment of the show and I’ll give you something real specific that you can do.

## Anthony’s Closing Remarks:

**Anthony:** So we’re focusing on providing value to everyone you come and contact with. So here’s something that I want you to do as an action that you can take immediately after the show. Focus on one individual whether he’s your supervisor, whether it’s your spouse, or whether it’s one of your kids and ask them how you could be more valuable to them. But ask it to them in the way that they want to hear it.

So, for example, and I’ve tried this with my kids as well, you could say to them, “Do you think I’m a good father,” or “Do you think I’m a good dad?” You know, my kid said, “Yeah.” And they’ll say, “Yeah!” And I’ll say, “Well, what makes me a good dad?” And they’ll say, “You read me a lot of books and you play with me my superheroes.” So right there, what does that tell me? That tells me that in order for my five-year old son, for me to give him value, give him what he’s looking for, give him that attention, I need to read him books and play superheroes with him. I don’t have to do anything. I don’t have to take him to some expensive restaurant. I don’t have to take him, so that’s all he wants. That’s his expectations. I might be trying to sign him up for some art class in town and take him and then drop him off and paying a lot of money and not getting to spend time with him because I’m perceiving that that’s what he’s expects.

# The ENGINEERING CAREER COACH

WITH

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So please, I urge you to do that. This is really going to be the year of action for me with everyone that I come and contact with and especially when that comes in through *The Engineering Career Coach* website and the Institute for Engineering Career Development. And so I urge you to take some kind of action in your career. Please, consider my *Engineer Your Goals Course* at [engineeringyourgoals.com](http://engineeringyourgoals.com) or consider just signing up for a coaching session at [engicoach.com](http://engicoach.com). All of my products and services are 100% money back guarantee so I'm confident that I'll be able to help you make a shift in your career in life. But the beginning in the year is a great time to jump started because you're in that mode. But you don't want to be one of those engineers that gets a whole bunch of resolutions and it doesn't follow through in any of them. You need some kind of accountability to keep you rocking and rolling throughout the year. So I hope you enjoyed the show. I look forward to a wonderful year with you, and I'm going to continue to help you engineer your own success.

If you want to hear more episodes of *The Engineering Career Coach Podcast* you can subscribe on iTunes or go to [engineeringcareercoach.com](http://engineeringcareercoach.com), where you will find tons of free engineering career resources. Just click the 'start here' button on the site for an easy to navigate index of all the resources available.

You can also follow Anthony Fasano on Twitter @anthonyfasano or Facebook at [facebook.com/engineeryourownsuccess](http://facebook.com/engineeryourownsuccess). Until the next time, thanks for listening!