

## *Building Advisor Competency: Facing Fear and Creating Our Best Professional Selves*

### **Presenters:**

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### **Overview**

Ever had fear stand in the way of pursuing professional passion? Experienced self-doubt or insecurity about being “good enough?” Moved through days (or weeks, or years) in “default mode” rather than intentionally creating your best professional self? If you have ever answered “Yes” to any of these questions (or know someone who may have), then you won’t want to miss this webinar! Our presenters are convinced that when individuals become mindful and begin to design their professional identity, free from fear, they create new opportunities and purposeful pathways that lead to greater productivity and fulfillment – and they are excited about having opportunities to share their thoughts and experiences with advising colleagues. Drawing from their 2016 NACADA Annual Conference presentations, which received outstanding attendee responses, Erin Justyna (Texas Tech University) and Lisa Laughter (University of California-Davis) will begin with a discussion of fear’s unique ability to steal potential, stand in the way of dreams, and prevent us from living lives of intentionality and purpose. They will address the pitfalls of living in fear and discuss how to “feel the fear and do it anyway.” They will consider what it means to have a profession of advising as well as what it means to be a “professional” in the field.

Participants will learn:

- the three different levels of fear and the five truths about fear
- the importance of taking responsibility for our own lives and ways to work with students in this area
- the importance of mindset and creative ways to create a more positive mindset
- understand the concept of professional identity and rationalize its importance in their lives.
- be able to articulate their current professional identity and identify resources for identity development.

### **Pre-Webinar Activity Suggestions**

Completion of the **Professional Identity Checklist for Advising Professionals** (on following pages) can provide participants an opportunity to reflect on their current thinking/behavior as it relates to the advising profession and their professional identity prior to viewing the webinar.

## Professional Identity Checklist for Advising Professionals

This checklist is designed to assess your current thinking/behavior as it relates to the advising profession and your professional identity. This list is not exclusive and is intended solely to stimulate self-reflection.

### Knowledge of the Profession

- I know the origins of the advising profession.
- I am knowledgeable about the origins of the advising profession and the important events and milestones (e.g., establishment of NACADA) in advising history.
- I am knowledgeable about standards and guidelines that relate to advising (e.g., CAS Standards for Academic Advising).
- I am familiar with professional advising associations (e.g., NACADA: The Global Academic Advising Association) and their roles and accomplishments in the profession.
- I am knowledgeable of professional advising journals (e.g., NACADA Journal, AAT: Academic Advising Today, journal(s) relevant to my specialty area) and their contents' foci and purposes in the profession.
- I am able to distinguish similarities and differences between my profession and other higher education professions.
- I am familiar with laws and regulations related to the advising profession.
- I am familiar with theories related to advising (e.g., student development and learning theories).
- I am knowledgeable about the core values of academic advising.

### Professional Roles & Expertise

- I value various professional roles (e.g., advisor, administrator, educator, consultant, and advocate) that an advising professional can hold.
- I recognize an advising professional's roles and duties vary depending on settings, diverse populations served, and the person's specialty.

*Erin Justyna, September 2016*

Adapted from: Woo, H.R. (2013). Instrument construction and initial validation: Professional identity scale in counseling (PISC). (Doctoral dissertation). Retrieved from Iowa Research Online. <http://ir.uiowa.edu/etd/2663>.

- I believe an advising professional should value the importance of advocacy for the populations that the person serves.
- I believe an advising professional should value the importance of advocacy for the profession that the person belongs to.
- I have reflected on and created my own advising philosophy.
- I have completed professional training and standard education to perform my duties in my roles.
- I have professional knowledge and practical skills required to successfully perform my roles.
- I am familiar with which resources to refer to when I need professional help.
- I consistently self-evaluate and self-reflect my effectiveness and performances in my chosen field.

### Professional Attitude

- My profession has a well-established theoretical body of knowledge.
- My profession provides unique and valuable services to society.
- I value the advancement and the future of my profession.
- I recommend my profession to those who are searching for a new career related to helping professions.
- I am comfortable having discussions about the role differences between advising and other higher education professions (e.g., counseling, teaching, etc.).
- My personality and beliefs are well matched with the characteristics and values of my profession.
- I am satisfied with my work and professional roles
- I have a solid work-life balance and feel congruent.
- As an advising professional, I share my positive feelings (e.g., satisfaction) when working with people in other fields.

### *Justyna, 2016*

Adapted from: Woo, H.R. (2013). Instrument construction and initial validation: Professional identity scale in counseling (PISC). (Doctoral dissertation). Retrieved from Iowa Research Online. <http://ir.uiowa.edu/etd/2663>.

## Engagement Behaviors

- I have memberships of professional advising associations (e.g., national, state-wide, and/or regional).
- I actively engage in professional advising associations by participating in conferences and workshops every year.
- I have contributed to expanding my knowledge base of the profession by participating in advising research (e.g., by being interviewed, taking surveys).
- I have conducted advising research.
- I have published research findings in my field.
- I follow up with theoretical, practical, and technical advancement in my profession by keeping up with literature (e.g., professional advising journals, books) in the field.
- I engage in or seek opportunities to serve in non-required leadership positions (e.g., advising association, committee work, etc.).
- I educate the community and public about my profession.
- I advocate for my profession by participating in activities associated with legislation, law, and policy on advising on behalf of the profession.

## Professional Interaction

- I seek feedback/consultation from professional peers as a form of professional development.
- I regularly communicate with a mentor who is interested in my professional development
- I regularly communicate with a mentee who is interested in his/her professional development.
- I keep in contact with advising professionals through training and/or professional involvement in advising associations.
- I participate in ongoing discussions with advising professionals about identity and the vision of my profession.

### *Justyna, 2016*

Adapted from: Woo, H.R. (2013). Instrument construction and initial validation: Professional identity scale in counseling (PISC). (Doctoral dissertation). Retrieved from Iowa Research Online. <http://ir.uiowa.edu/etd/2663>.

## Post-Webinar Activity Suggestions

The following items are potential follow-up activities to the *Facing Fear and Creating Our Best Professional Selves* webinar.

- Complete the self-love scavenger hunt (below) and reflect about what you learned.
- Review the 7 ways to reclaim your power and pick one or two to be mindful of over the next month. (Find on the following page.)
- Think about the ways to lean into fear. What is one area you would like to focus on this coming year?
- Read *On Being an Advising Professional* - This article discusses how NACADA members who cultivate their professional identity can contribute to the Association and the profession. [Justyna, E. \(2016, December\). On being an advising professional. \*Academic Advising Today\*, 39\(4\).](#)
- Work through the **Professional Identity Inventory & Plan handout** (Justyna, 2016), which provides space for individuals to consider their brand (what do you want your impact to be?), assess how well they have been cultivating their professional identity, and create an action plan for continuous improvement. (Find in following pages.)
- Pick one of the references/resources and find an accountability partner to read the book/article with and discuss what you are learning and some practical application.

# Self-Love Scavenger Hunt

Choose a week where you will dedicate some time to hunting for the items below

- Eat your absolutely favorite food
- Touch something that is your favorite color
- Spend one hour in your favorite room
- Do one thing you love to do
- Read a chapter from your favorite book
- Drive down a street you love
- Call a friend who makes you happy
- Have lunch or dinner with someone you admire
- Make a ridiculous face in the mirror
- Take photos of your favorite body parts
- Watch your favorite movie
- Indulge in your most relaxing ritual
- Say five nice things about yourself
- Listen to your favorite song on repeat
- Journal about how you will take care of yourself this week

Take some time to write about your week and what you learned from your self-love scavenger hunt!

—○—  
Seven ways to reclaim your

# POWER

1. Avoid casting blame on an external force for your bad feelings about life. Nothing outside yourself can control your thinking or your actions.



2. Avoid blaming yourself for not being in control. You are doing the best you can, and you are on the way to reclaiming your power.



3. Be aware of when and where you play the victim role. Learn the clues that tell you that you are not being responsible for what you are being, having, doing, or feeling.



4. Familiarize yourself with your biggest enemy - your Chatterbox. Use tools like affirmations to replace it with a loving friend.



5. Figure out the payoffs that keep you "stuck." Paradoxically, once you find them, you will probably be able to quickly become "unstuck."



6. Determine what you want in life and act on it. Stop waiting for someone to give it to you. You'll be waiting a long time.



7. Be aware of the many choices you have - in both actions and feelings - in any situation.



Jeffers, S. (2006). *Feel the fear and do it anyway: Dynamic techniques for turning fear, indecision and anger into power, action and love*. Santa Monica, CA: Jeffers Press

**Building Advisor Competency: Facing Fear and Creating Our Best Professional Selves**

# Professional Identity Inventory & Plan

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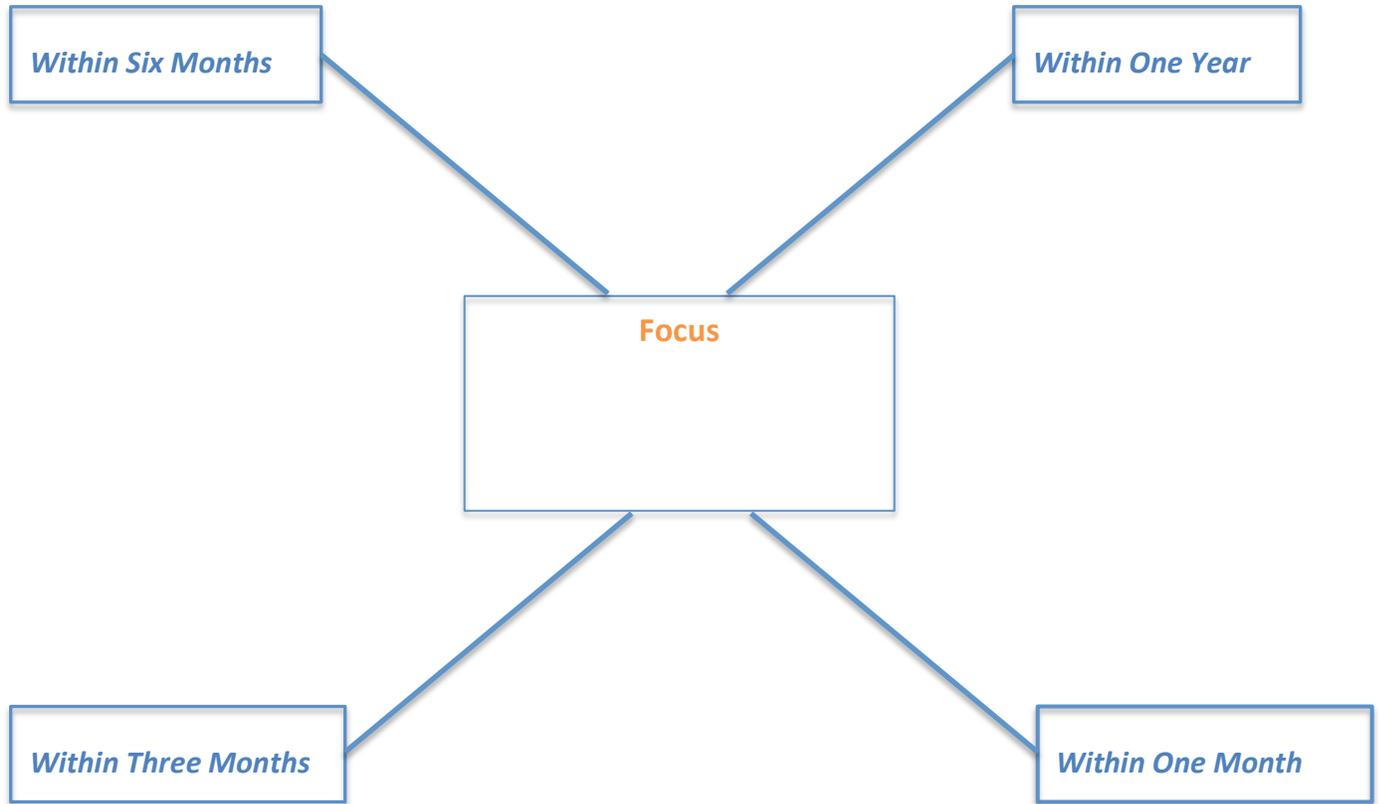
**My Brand** \_\_\_\_\_

Values:	Talents/Strengths:

## Taking Stock

Good	Needs Work	Missing

## Action/Resources Needed



## Accountability Measures

## References:

- Boohar, D. (2011). *Creating personal presence: Look, talk, think, and act like a leader*. San Francisco, CA: Berrett-Koehler Publishers.
- Braun, A. (2014). *The promise of a pencil: How an ordinary person can create extraordinary change*. New York, NY: Scribner.
- Clarke, M., Hyde, A., & Drennan, J. (2013). Professional identity in higher education. In *The academic profession in Europe: New tasks and new challenges* (pp. 7-21). Netherlands: Springer.
- Dweck, C. (2008). *Mindset: The new psychology of success*. New York, NY: Ballantine Books.
- Henry, T. (2013). *Die empty: Unleash your best work every day*. New York, NY: Penguin.
- Henry, T. (2011). *The accidental creative: How to be brilliant at a moment's notice*. New York, NY: Penguin.
- Ibarra, H. (1999). Provisional selves: Experimenting with image and identity in professional adaptation. *Administrative Science Quarterly*, 44(4), 764-791.
- Erickson's stage of development. (n.d.). Retrieved from <https://www.learning-theories.com/eriksons-stages-of-development.html>
- Marshall, K. (2015, January 5). How to Curate Your Digital Identity as an Academic. *The Chronicle of Higher Education*. Retrieved from <http://www.chronicle.com/article/How-to-Curate-Your-Digital/151001/>
- Maxwell, J. (1993). *Developing the leader within you*. Nashville, TN: Thomas Nelson, Inc.
- Nugent, F.A. & Jones, K.D. (2009). *Introduction to the profession of counseling* (5<sup>th</sup> ed.). Upper Saddle River, NJ: Pearson.
- Pink, D. (2009). *Out of our minds: Learning to be creative*. New York, NY: Penguin Group.
- Robinson, K. (2011). *The element: How finding your passion changes everything*. Oxford, England: Capstone.
- Stoddard, D. (2003). *The heart of mentoring: Ten proven principles for developing people to their fullest potential*. Colorado Springs, CO: NavPress.
- Thornton, H. (2013). Living and working by design, not by default. *Organized for Life: Less Clutter. More Life*. Retrieved from <http://www.org4life.com/living-and-working-by-design-not-by-default/>
- Woo, H.R. (2013). Instrument construction and initial validation: Professional identity scale in counseling (PISC). (Doctoral dissertation). Retrieved from Iowa Research Online. <http://ir.uiowa.edu/etd/2663>.

## References and Resources

*What is Academic Advising?: An Introduction to the Field* (PG22) – Available at <https://www.nacada.ksu.edu/Resources/Product-Details/ID/PG22.aspx>

NACADA Academic Advising Core Competencies Model webpage - <http://www.nacada.ksu.edu/Resources/Pillars/CoreCompetencies.aspx>

*NACADA Academic Advising Core Competencies Guide* (PG23) – Available October 2017

American Institute of CPAs. (2012, March 30). *Five tips to branding yourself*. Retrieved from <http://www.aicpa.org/interestareas/youngcpanetwork/resources/career/pages/fivetipstobrandingyourself.aspx>

Booher, D. (2011). *Creating personal presence: Look, talk, think, and act like a leader*. San Francisco, CA: Berrett-Koehler Publishers.

Clarke, M., Hyde, A., & Drennan, J. (2013). Professional identity in higher education. In *The academic profession in Europe: New tasks and new challenges* (pp. 7-21). Netherlands: Springer.

Curley, C. (2017, September). Survival in the face of stress and fear: How the advisor can respond to fight or flight in student behavior. *Academic Advising Today*, 40(3). Retrieved from <http://www.nacada.ksu.edu/Resources/Academic-Advising-Today/View-Articles/Survival-in-the-Face-of-Stress-and-Fear-How-the-Advisor-Can-Respond-to-Fight-or-Flight-in-Student-Behavior.aspx>

Dweck, C. (2006). *Mindset: The new psychology of success*. New York, NY: Ballantine Books.

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Justyna, E. (2014, March). Developing Your Professional Identity. *Academic Advising Today*, 37(1). Retrieved from <https://www.nacada.ksu.edu/Resources/Academic-Advising-Today/View-Articles/Developing-a-Professional-Identity.aspx>

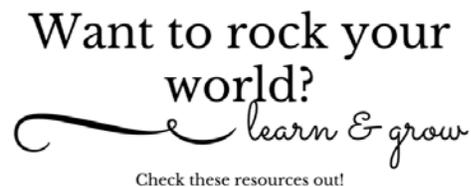
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Robinson, K., & Aronica, L. (2009). *The element: How finding your passion changes everything*. New York, NY: Penguin Group.

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## Additional Resources



### FEAR

- Immunity to Change: How to Overcome It and Unlock the Potential in Yourself and Your Organization (Leadership for the Common Good) – Robert Kegan & Lisa Laskow Lahey
- Fear of Failure: The latest research on fear of failure and procrastination  
<https://www.psychologytoday.com/blog/dont-delay/200902/fear-failure>
- 5 Ways to Conquer your Fear of Failure  
<http://www.forbes.com/sites/glassheel/2013/04/23/5-ways-to-conquer-your-fear-of-failure/>
- When Success Leads to Failure  
[www.theatlantic.com/education/archive/2015/08/when-success-leads-to-failure/400925/](http://www.theatlantic.com/education/archive/2015/08/when-success-leads-to-failure/400925/)
  - Why people under 35 are so unhappy: Life is hard when you have unreasonable expectations  
<http://waitbutwhy.com/2013/09/why-generation-y-yuppies-are-unhappy.html>
- The Dark Side of the Light Chasers: Reclaiming your power, creativity, brilliance, and dreams – Debbie Ford
- Reinventing yourself: Overcome your anxiety and fear when faced with life’s problems and challenges – Mario Alanso Puig

### TRANSITION

- Sink or Swim – Milo Sindell & Thuy Sindell, Ph.D
- Now Discover your Strengths – Marcus Buckingham
- Thriving in Transition: Effective living in times of change – Marcia Perkins-Reed
- Backpack to briefcase: Steps to a successful career – LLC Life after graduation
- Good to Great: Why some companies make the leap... and others don’t – Jim Collins
- The Alchemist – Paulo Coelho

### LEADERSHIP

- Energy Leadership – Bruce D. Schneider
- Leadership Challenge - James M. Kouzes & Barry Z. Posner
- The Mentor Leader – Tony Dungy
- Encouraging the Heart: A leaders guide to recognizing others – James M. Kouzes & Barry Z. Posner
- The Slight Edge: Turning Simple Disciplines Into Massive Successes – Jeff Olson

### FUN KEEP THEM ON YOUR DESK BOOKS/CARDS

- Soul Pancake – Rainn Wilson
- Live Happy: Find the joy that’s all around you
- The Bounce Back Book - Karen Salmansohn
- How to be Happy dammit - Karen Salmansohn
- Positive Quotes for Every Day – Patricia Lorenz
- Wisdom Cards – Louise L Hay
- I can do it cards – Louise L Hay
- Positive Quotes for Every Day – Patricia Lorenz
- Power Thought Cards – Louise Hay
- Four Agreements Cards – Don Miguel Ruiz
- Being Brave - Cheryl Strayed

## JUST PLAIN AWESOME READS

- You are a badass: How to stop doubting your greatness and start living an awesome life – Jen Sincero**
- The Four Agreements - don Miguel Ruiz
- Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent and Lead  
Brené Brown, Ph.D., LMSW
- Rising Strong: The reckoning. The rumble. The Revolution - Brené Brown, Ph.D., LMSW
- I thought it was just me (but it isn't): Making the Journey from “what will people think” to “I am enough”  
Brené Brown, Ph.D., LMSW
- The gifts of imperfection: Let go of who you think you're supposed to be and embrace who you are, your guide to a wholehearted life – Brené Brown, Ph.D., LMSW
- The Happiness Project: Or, Why I spent a year trying to sing in the morning, clean my closets, fight right, read Aristotle, and generally have more fun! – Gretchen Rubin
- SuperBetter: A Revolutionary Approach to Getting Stronger, Happier, Braver and More Resilient – Powered by the Science of Games – Jane McGonigal
- Outrageous Openness: Letting the Divine take the Lead – Tosha Silver
- Loving What Is: Four Questions That Can Change Your Life – Byron Katie
- The Mastery of Love – don Miguel Ruiz
- Practical Intuition – Laura Day
- Getting to I Do: The Secret to Doing Relationships Right – Dr. Patricia Allen

## GETTING WHAT YOU WANT

- The 8th Habit - Stephen Covey
- The Power of Intention – Wayne Dyer
- The Power of Now: A Guide to Spiritual Enlightenment – Eckhart Tolle
- Soul of Money – Lynn Twist
- As a Man Thinketh – James Allen
- The Creative Habit: Learn It and Use It For Life – Twyla Tharp
- Infinite Possibilities – Mike Dooley
- Creating Money: Keys To Abundance – Sanaya Roman and Duane Packer
- The Science of Getting Rich – Wallace D. Wattles
- Ask and It is Given: Learning to Manifest Your Desires – Ester & Jerry Hicks
- The Game of Life and How to Play it – Florence Scovel Shinn
- Think and Grow Rich – Napoleon Hill
- Finding your Own North Star: Claiming the Life You Were Meant to Live – Martha Beck
- Losing My Virginity: How I've Survived, Had Fun and Made a Fortune Doing Business My Way – Richard Branson
- Illusions - R. Back

## RAD WEBSITES

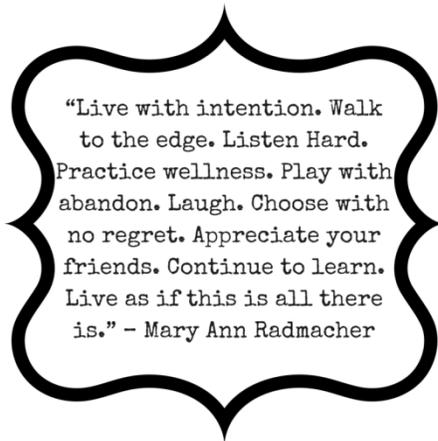
- Tiny Buddha - <http://tinybuddha.com/>
- 92 Life Lessons - [http://cdn.tinybuddha.com/wpcontent/uploads/2010/09/92lifelessons\\_tinybuddha.pdf](http://cdn.tinybuddha.com/wpcontent/uploads/2010/09/92lifelessons_tinybuddha.pdf)
- The Daily Love - <http://thedailylove.com/> OR <http://pinterest.com/thedailylove/>
- The Ripples Project- <http://www.theripplesproject.org/>
- SoulPancake - <http://soulpancake.com/>
- The Best 30 Songs To Help You Face Anxiety, OCD, Fear, Panic Attacks and Phobias  
<http://www.kickfear.com/best-anxiety-ocd-phobia-songs.html>
- LifeHack - <http://www.lifehack.org/>
- Wait but Why - <http://waitbutwhy.com/>

## MEDITATION

- 8 minute Meditation: Quiet your mind. Change your life: Victor Davich
- Meditation for Dummies – Stephan Bodian

## RECOVERY TYPE STUFF & DAILY READERS

- How to get out of debt, stay out of debt and live prosperously – Jerrold Mundis
- Believing in Myself: Self Esteem Daily Meditations – Earnie Larsen
- Broken Open: How Difficult Times Can Help Us Grow – Elizabeth Lesser
- You can Heal Your Life – Loise Hay
- Tiny Buddha – Lori Deschene
- Food Addicts in Recovery - <http://foodaddicts.org/>
- Alcoholics Anonymous – <http://www.aa.org/>
- ALANON - <http://www.al-anon.alateen.org/>
- 24 hours a day – Hazelden
- Food for Thought - Daily Meditations for Overeaters - Hazelden
- Codependent No More: How to Stop Controlling Others and Start Caring for Yourself - Melody Beattie
- The New Codependency: Help and Guidance for Today's Generation - Melody Beattie
- Beyond Codependency: And Getting Better All the Time – Melody Beattie
- The Language of Letting Go – Daily Meditations for Letting Go - Melody Beattie
- Believing in Myself: Self Esteem Daily Meditations – Earnie Larsen
- Each day a new beginning – Karen Casey
- Courage to Change - ALANON
- Hope for Today – ALANON



# WHAT TO READ

## Top picks

- 1.
- 2.
- 3.
- 4.
- 5.

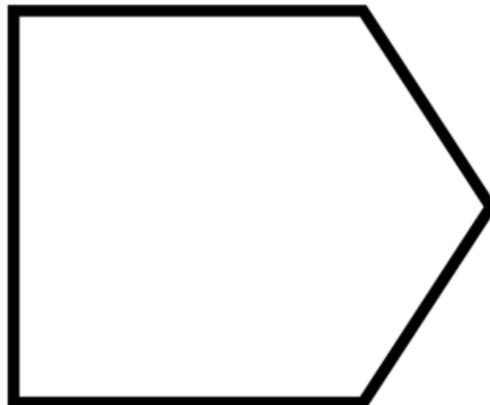
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# Cool stuff I learned

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15 horizontal lines for writing, each starting and ending with a small square box.

**Accountability  
Partner**  
Contact Info



**GOAL**  
What, by when

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*Building Advisor Competency: Facing Fear and Creating Our Best Professional Selves*

Erin Justyna, Texas Tech University  
Lisa Laughter, University of California-Davis

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# Fear & Professional Development

WHY?  
WHAT'S THE POINT?

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**FEAR**  
WHAT IS IT?

WHAT ROLE DOES  
FEAR PLAY IN OUR  
LIVES?

**EXPLORE THE IMPACT OF FEAR**  
IN THE LIVES OF COLLEGE STUDENTS

**DEVELOP STRATEGIES:**

EMBRACE, MASTER,  
AND MOVE THROUGH  
FEAR

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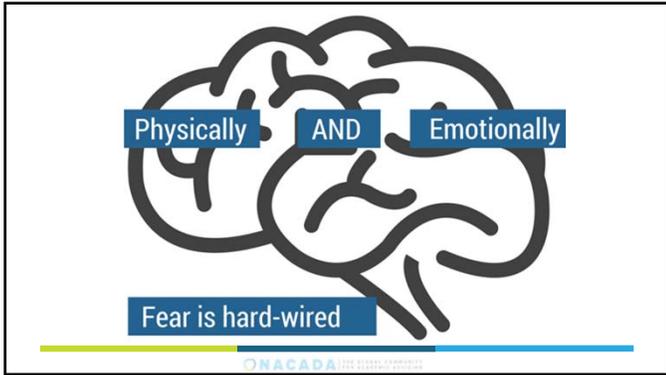
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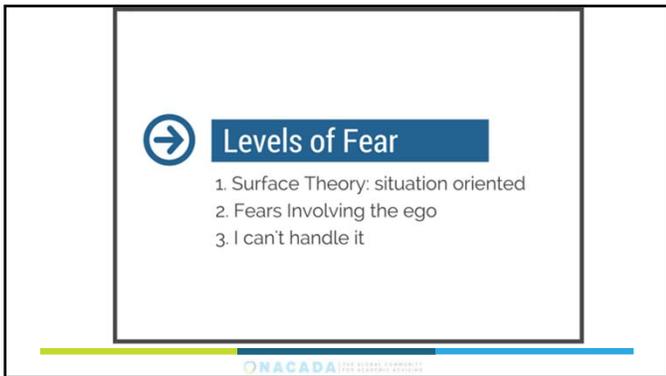
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The biggest fear of all...

ONACADA

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THE TRUTH ABOUT FEAR

Jeffers, S. (2006). *Feel the fear and do it anyway: Dynamic techniques for turning fear, indecision and anger into power, action and love.*

ONACADA

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5 WAYS to lean into fear

ONACADA

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**WORDS HAVE  
PAIN OR POWER**

I CAN'T	I WON'T
I SHOULD	I WOULD
IT'S NOT MY FAULT	I AM TOTALLY RESPONSIBLE
IT'S A PROBLEM	IT'S AN OPPORTUNITY
I'M NEVER SATISFIED	I WANT TO LEARN AND GROW
LIFE'S A STRUGGLE	LIFE'S AN ADVENTURE
I HOPE	I KNOW
IF ONLY	NEXT TIME
WHAT WILL I DO?	I KNOW I CAN HANDLE IT
IT'S TERRIBLE	IT'S A LEARNING EXPERIENCE

Jeffers, S. (2006). *Feel the fear and do it anyway: Dynamic techniques for turning fear, indecision and anger into power, action and love.*

ONACADA | THE GREAT EXPERIENCE  
FOR ALL STUDENTS

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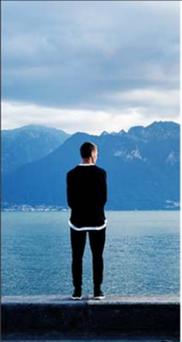
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**Mindset is key**

If you believe you will fail, you probably will.

Change your mind from an enemy to an asset.



Dweck, C. (2006). *Mindset: The new psychology of success.*

ONACADA | THE GREAT EXPERIENCE  
FOR ALL STUDENTS

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**"Be honest with yourself,  
and you will find the  
motivation to do what you  
advise others to do"**

VINCE POSCENTE

ONACADA | THE GREAT EXPERIENCE  
FOR ALL STUDENTS

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Creating our best professional selves

# 10,000

YOUR INFLUENCE

Maxwell, J. (1993). *Developing the leader within you.*




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# RESEARCH

Ibarra

- Social roles
- Group membership
- Personal & character traits
- Constructed & negotiated in social interaction

Clarke, Hyde, Drennan

Complex, personal & shaped by contextual factors

Ibarra, D. (1999). Professional selves: Experimenting with image and identity in professional adaptation. *Administrative Science Quarterly*, 44(1), 76-110.

Clarke, M., Hyde, A., & Drennan, J. (2011). Professional identity in higher education: Is the academic profession in Europe 'New Work'? *Journal of Management Studies*, 48(10), 1103-1120.




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## ROLE ADAPTATION



**OBSERVE**

Various Role Models



**EXPERIMENT**

Provisional Selves



**EVALUATE**

Internal Standards & External Feedback

Ibarra, D. (1999). Professional selves: Experimenting with image and identity in professional adaptation.




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### Erikson Identity Stages

Age	Identity Crisis	Resolution
0-1	Trust vs. Mistrust	Hope (0-1)
1-3	Autonomy vs. Shame	Will (1-3)
3-5	Initiative vs. Guilt	Purpose (3-5)
5-12	Industry vs. Inferiority	Competency (5-12)
12-18	Ego Identity vs. Role Confusion	Fidelity (12-18)
18-40	Intimacy vs. Isolation	Love (18-40)
40-65	Generativity vs. Stagnation	Care (40-65)
65+	Ego Integrity vs. Despair	Wisdom (65+)

J. L. (2014, July 23). Erikson's Stages of Development.

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### Importance of Professional Identity

"Cover bands don't change the world."

TODD HENRY

Henry, T. (2012). Do they know you best one every day.

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DESIGN NOT DEFAULT



Thornton, H. (2013). Living and working by design, not by default.

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**FACE THE FEAR,  
CREATE YOUR  
BEST SELF**

*What's next for you...*

- You can handle anything that comes your way - you are enough!
- Assess your own professional identity
- Create a plan for your best professional self
- Take committed action in moving forward



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*Building Advisor Competency: Facing Fear  
and Creating Our Best Professional Selves*

**Presenters:**  
Erin Justyna, Texas Tech University  
Lisa Laughter, University of California-Davis

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