# Writing Your History

## Idea In Short

Strategists and consultants should regularly write their own history because narrative reveals patterns in decisions, opportunities, and trade-offs. Documenting past moves helps them see where they gained energy and impact, which guides future career choices more reliably than external impressions or momentary mood.

## Treating Your Career as a Strategic Case

Strategists already think in terms of cases, trajectories, and portfolios. Applying the same lens to their own careers makes sense. Writing personal history turns a collection of projects and roles into a case study that they can analyze over time. This analysis reveals how their decisions interacted with external events, luck, and other people's choices. 1

When consultants write their history, they can segment phases of their career like campaign stages. They describe early explorations, consolidation periods, and stretches of overextension or burnout. Seeing these phases on paper makes it easier to recognize recurring triggers, such as boredom, curiosity, or pressure, that drove transitions. That awareness helps them decide whether similar triggers should lead to change next time.

Writing also helps strategists distinguish between deliberate moves and reactive ones. Some decisions came from careful reflection; others were responses to external shocks. Recognizing this mix allows them to design more intentional paths forward. They can choose when to act, rather than waiting for events to force change.

## Narrative as Planning Tool

Career plans often appear as bullet lists or diagrams. Those tools help, but they rarely capture the emotional and contextual depth of a strategist's life. Narrative history adds that depth. By writing stories about past roles, advisors notice where they felt energised,

drained, or misaligned. These feelings matter because they influence performance and resilience, not only satisfaction. 2

Narrative planning encourages strategists to ask what kind of problems they want to solve and with whom. They can identify patterns where certain client types, sectors, or team cultures brought out their best work. Conversely, they can name settings that consistently limited growth. These insights inform future choices about employers, clients, and collaborations.

Writing history also supports scenario development for careers. Strategists can imagine different future chapters based on their past patterns. They might explore a path that deepens existing specializations, another that pivots into adjacent domains, and a hybrid that reconnects with earlier passions. Narrative makes these scenarios vivid enough to evaluate, not just to list as abstract options.

## Recording Decisions, Assumptions, and Outcomes

For career strategy, documenting decisions matters as much as documenting roles. Strategists should capture why they chose particular moves, what assumptions they held, and how outcomes compared to expectations. This record becomes a database for improving personal judgment. Over time, they can see which types of bets paid off and which repeatedly fell short. 3

Writing decisions down helps reduce hindsight bias. Without records, people tend to remember past choices as more obvious than they were. With written history, strategists can revisit the complexity they faced and assess their reasoning honestly. This honesty strengthens learning because they see where they misread signals or overestimated capabilities.

Documented history also supports outside feedback. Advisors can share selected parts of their narrative with mentors or peers, inviting critique on patterns and assumptions. This creates a collaborative reflection process that mirrors strategic reviews in organizations but focused on an individual’s path.

## Building a Personal Archive for Future You

Writing history is an investment in future selves, not only a reflection for the present. Strategists who document their stories create archives that they can draw from when teaching, mentoring, or writing later. These archives make it easier to explain their journey authentically because they remember details of how decisions felt and unfolded.

A personal archive also helps during transitions. When strategists consider major moves, they can revisit their own documents to check whether the change fits longer term themes. This reduces the risk of impulsive shifts that contradict deeper values or strengths. The archive becomes a quiet advisor that knows them well because they built it themselves.

Finally, writing history can strengthen identity during uncertain times. Consultants working through market shocks or personal changes may feel disconnected from their trajectory. Reading their own narrative reminds them of past challenges survived and skills developed. That memory supports confidence and grounded decision making when the next chapter is not yet clear.

- 1A Brief History And Modern Approach To Career Planning
- 2A Strategic Approach To Career Planning
- 3Decision Making In Business: Using The Tools Of The Strategist

## Summary

By turning their careers into written histories, strategists can treat themselves as long-term projects with evolving strategy. They gain clarity about direction, learn from prior moves, and design next steps that fit their values and ambitions rather than drifting with circumstances.