

英汉对照成功励志经典

Dream *and* Achieve

兰思·田中 (Lance Tanaka) 著

李平译

如何实现你的职业理想

有梦就去追

世上没有哪条法则规定人必须终生受苦，必须为了生计做自己喜欢的工作。追求梦想有时确实很难，很多人会给我们设置障碍，但是我们不能放弃尝试，我们要勇往直前。



外文出版社
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图书在版编目 (CIP) 数据

如何实现你的职业理想: 英文/(美) 田中著. - 北京:

外文出版社, 2008

ISBN 978-7-119-05500-8

I. 如... II. 田... III. 职业选择 - 英文 IV. C913.2

中国版本图书馆 CIP 数据核字 (2008) 第 118612 号

责任编辑: 李 媛

装帧设计: 红十月设计室

印刷监制: 冯 浩

有梦就去追——如何实现你的职业理想

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©外文出版社

出版发行: 外文出版社

地 址: 中国北京西城区百万庄大街 24 号 邮政编码: 100037

网 址: <http://www.flp.com.cn>

电 话: (010) 68995883/68995964 (编辑室)

(010) 68320579/68996067 (总编室)

(010) 68995844/68995852 (发行部/门市邮购)

(010) 68327750/68996164 (版权部)

制 版: 姜 华

印 制: 外文印刷厂

经 销: 新华书店/外文书店

开 本: 787mm × 1092mm 1/32

印 张: 5.25

字 数: 80 千字

装 别: 平

版 次: 2008 年第 1 版第 1 次印刷

书 号: ISBN 978-7-119-05500-8

定 价: 15.00 元

上架建议: 英文读物, 成功励志

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Preface

Whenever I give speeches to conferences, facilitate group workshops or coach executives one-on-one, I usually start with introducing my professional background. It's important for me to demonstrate my credibility as a successful business executive in order for people to listen and put into action my recommendations on becoming an international executive.

I explain that I was with Pepsico for 15 years, eventually working my way up from the entry position of salesmen to President of Taiwan, Vice President of Southeast Asia and then Managing Director for Indonesia. On leaving Pepsi, I joined Nike-Cole Haan as Vice President of International restructuring operations, from Asia Pacific to Europe.

What fascinates my audiences most is what I achieved in 2001 when I turned 45 years of age. I retired.

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Retirement for me was not to fish and play golf all day long, retirement to me, was to do what I loved to do and do what I am

good at doing. To do it with whom I wanted and, where and when, I wanted. The best way I could achieve this was to set up my own consulting business, Asia Executive Resource Ltd.

The question people most frequently ask me is not about my experiences as an executive with Pepsico, nor the business challenges of Nike-Cole Haan, it's, "How did you retire at 45?"

Most people would love to retire early enough in life to enjoy the fruits of their labor. They would love to do the things they enjoy most and not have the pressure of doing things they don't like and working for bosses they don't respect. People also want to find fulfillment in their life. They want to believe there is more to life than just money and work. They need to know there is a reason why they are on this earth. That there is a reason why they possess the skills they have and there's a purpose to why they think, feel and act the way they do.

Most people are fascinated to know how I discovered my true passion and achieved my dream. I've lost count of how many times people have said that I should write a book about this and share it.

My dreaming started back in 1991 when I was 35 years old. I

was working in Tokyo, Japan for Pepsi-Cola. I had many conversations with my boss, the President of Pepsi-Cola Japan about this. We would compare thoughts about what it would take, financially, for us to retire early. How much money we would have to save, what return we would need to get from our investments, and so on.

Although finances are a key part of retiring, fortunately, I realized one year into this “dreaming” process that it was paramount to understand what I would do with my life. I don’t care much for fishing and, although I enjoy golf and tennis, I couldn’t see myself doing it everyday. Therefore, it seemed critical to understand my gifts through a process of self-discovery. It was at that time I read the book, “First Things First” by Stephen Covey. It inspired me to find out what was truly important in my life. Week-by-week, month-by-month, I conducted a self analysis. What were my strengths and what were my passions? What motivated me? What was important to me? Gradually, I developed a clear sense of the elements, the details of what would make me happy and what would bring me fulfillment. Once I understood more clearly those elements to my happiness, I put together a plan, a roadmap. I soon discovered that my plan allowed me to make better career decisions as well as go after the experiences and skills I needed to get closer to achieving the dream.

To my knowledge there is no law that says, "You must suffer in your life that you should be stuck in a job you don't enjoy." I hear from many of the people I coach, "It's hard to achieve my dream." Yes, at times it may be difficult to pursue our dreams, but we must not stop trying. Although many people may place barriers in our way, we need to continue the pursuit.

Although our parent's generation had less choices, that's no reason to waste the abundant options we have before us. It's up to us to take advantage of this opportunity, to dream and achieve.

I would like to give you hope and show you how.

Chapter 1 explores the science behind why it's critical to follow our strengths and passions and why we should identify who we are and why this is critical to achieving our dream. Chapter 2 will present an inexpensive and practical exercise to help you discover your strengths and passions. Chapter 3 will help you create the dream. Chapter 4 will help you develop a plan, a roadmap, to get there. Finally, Chapter 5 will show you how to take action now.

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Dream and Achieve Warning

Although it may be far off, how you feel in the future is a direct result of what you do today. For example, how you handle your health today, how you eat and how you exercise, will have a direct impact on how good you feel when you become older. If you wait to identify and pursue your dreams, you may suffer in the future. Therefore, don't wait, take action today.

I will share with you the stories of various successful people in their struggles and successes on their journey to achieving their dream in China. Their backgrounds are as widely varied as the different points they are in their journey.

- 6 • Mike Fei is a Chinese beverage executive with more than 20 years experience in the business. In his early years, as Manufacturing Director for Pepsi-Cola Taiwan, his passion

for people was quite apparent. As Pepsi was evaluating various options to turnaround the business, he was the constant voice of, "We must take care of our people." As General Manager of Hangzhou and then Guangzhou for Swire Beverages, the Coca-Cola franchise in China, he discovered that his passion was not sales and marketing, but supply chain management. Putting this into action, he decided to take the job as General Manager of Supply Chain in Asia. But Mike is still not done. He is taking further action now to pursue his dream of leveraging his greatest passion for helping develop people in China.

- Wendy Wu, founder and CEO of New Leaders International has always had a strong sense of what she wanted to do with her life. Not fully satisfied with her successful consulting company, Wendy has made plans and is taking action to create her next venture, focused squarely on her real passion.
- Over the past six years, I have worked with Senior Managers from Deloitte, one of the big 4 accounting firms in China. These Senior Managers are learning to define themselves in

what kind of Partner they want to be. They are taking control of their life. They are not waiting for the firm to define it. In fact, they themselves are developing their own stories.

- We have established a non-profit education foundation called Excelerate. Excelerate provides free executive coaching to Tsinghua and Fudan University students. To date we have coached over 800 students. In chapter 2, you will hear what some of these students have to say about how self-discovery of their “gifts” and talents has opened their eyes to more opportunities.

- I have worked with coaching the 100 highest potential managers of IBM's, Greater China Group. Like many of us, they too struggle with career decisions. Many of them learned to make better decisions today by understanding where they wanted to be in the future.

8 • James Liu (name changed), a Vice President at one of the top investment banking firms, always had a good sense of who he was and where his dreams could lead. After finding

himself in a job that was not utilising his strengths and abilities, he went through a process of self-discovery to more clearly identify his future. This put him on the path to achieving his dream.

Chapter 1

Be the person you were designed to be

We are uniquely created. Each of us possesses a unique set of gifts, talents, strengths and weaknesses, emotions and passions. Whether it is handed down to us though our parents' genes, taught to us as we are raised from childhood to adults, or bestowed upon us from a higher power; we are who we are. There is a reason why we act, think and feel the way we do. Who we are is hard-wired into our brains.

In "A User's Guide to the Brain," Dr. John Ratey writes, "The brain is not a neatly organized system. It is often compared to an overgrown jungle of 100 billion nerve cells, or neurons. . . . The neuron and its thousands of neighbors send out roots and branches—the axons and dendrites—in all directions, which intertwine to form an interconnected tangle with 100 trillion, constantly changing, connections. The connections guide our bodies and behaviors, even as every thought and action we take physically, modifies their patterns. "

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Our neurons are constantly competing to make connections and

these connections are what make us who we are. Dr. Ratey goes on to say, "Connections that aren't used are eventually pruned. . . . Neurons that survive, communicate rapid-fire across the synapses. The more firing that occurs across a specific connection, the stronger that pathway becomes. . . . All our brains have the same general features that make us human, but each neural connection is unique, because it reflects a person's special genetic endowment and life experience. Circuit connections are made stronger, or weaker, throughout a lifetime according to the way they are used."

A good analogy is how a government handles the roadway system. If there is a small two-lane road which is so congested that traffic is at a standstill, the government comes in and widens the road. More and more people discover this new widened road and use it even more often than before. After a while, this four lane road becomes so congested, the government then comes in and builds a superhighway above. This is how the brain works. Because of their high usage, we have certain connections that become superhighways in our brain.

If you could look into my brain, you would see a superhighway of connections regarding organization. My strength in organization

shows up in everything I do, how I plan my business appointments, how I plan my holiday schedule, my tidy desk, and even my organized wallet. If I need to learn a new skill that relates to organization, I learn that new skill easily and quickly.

Use it or lose it. If you don't exercise the neural connections, they will eventually weaken. If you were to look into my youngest son's brain, you would see that the organization connections are quite weak. Instead of a superhighway, his organization connections may be a run-down small alley that only one car can use. He continually misplaces items. He waits to the last minute to do things. If you need him to learn a new skill that requires organization skills, he will struggle, even after repeated attempts to teach him. He's not a bad person. He's just not wired for organization. Instead, he has superhighways in other skills.

If you gave me in a job where I needed to use my organizational strength on a daily basis, I would probably flourish. If you put me into a job that required the ability to deal with chaos, I would struggle. Even if I were trained over and over, it would still be a struggle because my brain is hardwired for organization.

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Dr. Ratey further writes, "Activities that challenge your brain

actually expand the number and strength of neural connections devoted to the skill. When complex motor tasks become routine, they are pushed down to the subcortical areas, where they reside as more automatic programs. Once a procedure is stored in this lower memory it becomes hardwired... This is the fundamental nature of learning in the brain."

Because of this fundamental, we should learn to focus on polishing our strengths. If you continually work on fixing your weaknesses, you will be average at most things. However, if you focus on developing your strengths, you have the potential of being great. Take any amazing artist, athlete or business leader, they became amazing because they focused on improving their strengths.

In their book, "First Break All the Rules", Marcus Buckingham and Curt Coffman present the results of a 25 year Gallup research study which surveyed more than a million employees and over 80 thousand managers. One of the revolutionary insights to come out of this research is an approach used by many prominent managers, "People don't change that much. Don't waste time trying to put in what was left out. Try to draw out what was left in. That is hard enough." In other words, great managers are great because they focus on