

Personal Best



1001 Great Ideas for
Achieving Success
in Your Career



- Career Planning • Managing Time and Emotions • Resumes and Cover Letters • Interviewing • Negotiating • Involving the Family

Joe Tye
with

**NATIONAL BUSINESS
EMPLOYMENT
WEEKLY**

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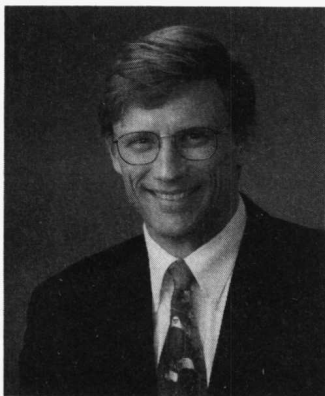
I wish I could single out all of the people who spent time on the telephone with me, but those who went above and beyond the call of duty include Mary S. Murphy, Arlene Hirsch, Mary Jane Murphy, Jim Kacena, Doug Richardson, Joan Lloyd, Ray Cech, Monika Freidel, Dan Burrus, Pat Plemmons, Jim Heuerman, Martin Groder, Jane Wessman, Linda Kline, Arlynn Greenbaum, Sheridan Stolarz, Ed Myers, and Jim Gallagher. A number of publishers provided review copies of career and business books, and I especially want to acknowledge the generosity of John Wiley & Sons, VGM, and Ten Speed Press. And thanks to Tom Cheney for his terrific cartoons.

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My wife Sally and daughter Annie typed the manuscript, while son Doug worked hard to help me keep a perspective on what's really important in life. In closing the acknowledgments of the book *Never Fear, Never Quit*, I commented that in my research to develop Ten Eternal Principles for Success and Happiness, "it struck me that the most pervasive theme in all this wisdom is that real success and happiness *requires* spiritual faith in the transcendent meaning of life and submission to the will of a higher power." I believe that now more than ever and am grateful to God for the friends who have come into my life and for the opportunities to be a friend to others.

This book is dedicated to Tony Lee, Editor in Chief of the *National Business Employment Weekly*. Tony's integrity, energy, and genuine concern for people represent the highest qualities to which anyone in the business of helping others achieve career success and personal happiness should aspire.

ABOUT THE AUTHOR



Joe Tye is founder of Paradox 21 in Solon, Iowa. Paradox 21 produces publications, seminars, and products that promote the theme of self-empowerment through faith and action.

Prior to founding Paradox 21, Tye spent 20 years in health care administration, where he was chief operating officer for two large East Coast teaching hospitals. He founded STAT (Stop Teenage Addiction to Tobacco), which is dedicated to protecting children from the tobacco industry. Joe earned a masters degree in health care administration from the University of Iowa and an M.B.A. from the Stanford University Graduate School of Business. He serves on the graduate adjunct faculty at the University of Iowa. His books include *Never Fear, Never Quit: A Story of Courage and Perseverance*, *Staying on Top When the World's Upside Down*, and *The Self-Transformation Workbook*. He has also produced several audio and videotape programs, including "Success Warrior: Applying the 12 Principles of Military Strategy to Business, Career, and Sales Success." In addition to frequent speaking and seminar engagements, he organizes Never Fear, Never Quit conferences around the country.

INTRODUCTION

There are a ton of career books out there. I know, because I've read most of them. There are some that are truly outstanding, a great number that are pretty good, and some that constitute either editorial or career counseling malpractice. So does the world need another career book?

Yes. *1001 Great Career Ideas* is unique and special in several ways. First, you don't have to read it from cover to cover to benefit from it; just open it to the chapter covering the subject you're most interested in, and you'll find some great ideas that you can immediately apply to your situation.

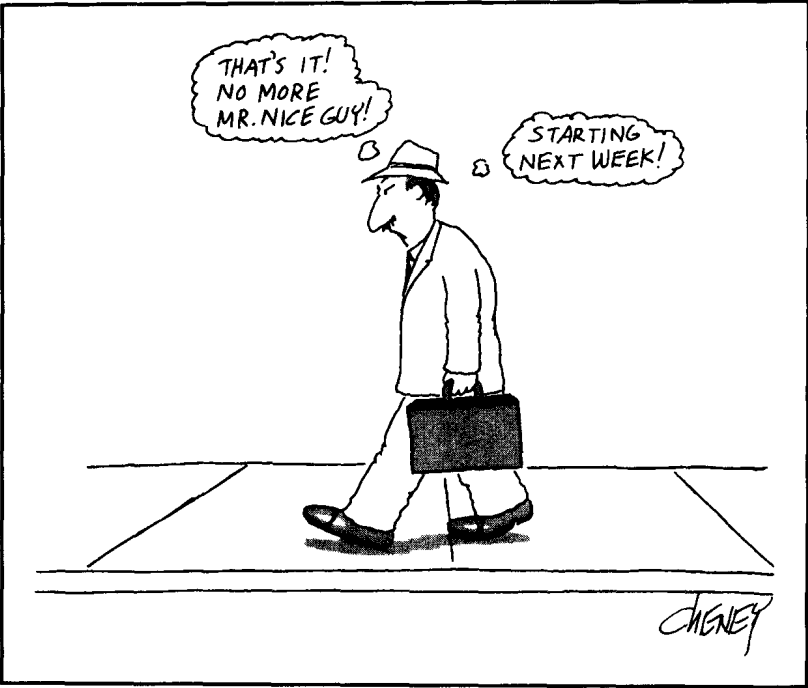
Second, though it's in a "bullet" format, it's not a superficial "Eat Your Wheaties" type of book; a great deal of research and thought has gone into assuring that the information is practical, helpful, and proven.

Third, the book is comprehensive, so no matter where you are in your career planning or job search, you're certain to find lots of ideas that will help you. Pull it off your bookshelf six months from now, when your circumstances may have changed, and you'll find lots of other ideas that are relevant to your new situation.

Fourth, though some information, particularly that dealing with electronic job search, becomes quickly dated, most of the ideas in this book are timeless. And, finally, because this book reflects my firm belief that emotional and spiritual skills are more important to your long-range career success than practical and technical skills, many of these Great Ideas are for the right side of your brain—the side where the poet, dancer, lover, and dreamer resides inside of you.

It never ceases to amaze me how many good ideas there are in the world—that particular well never runs dry! It won't be long before we'll need to write *1001 More Great Career Ideas*. If you'd like to contribute your ideas, please write to me:

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Self-Assessment and Self-Knowledge

The world of work ain't what it used to be. The long-held contract between employers and employees has been ruptured. Since we can no longer rely on "the company" for security, it must come from within. For people who know who they are and what they're called to do, it will be a world of great opportunity. For those who continue to define themselves in terms of the expectations and opinions of others, it will be a world of pain and frustration.

More often than not we don't want to know ourselves, don't want to depend on ourselves, don't want to live with ourselves. By middle life, most of us are accomplished fugitives from ourselves.

John W. Gardner, *Self-Renewal*



King Solomon began the book of Proverbs by stating that a wise person will hear and increase learning, and that a person of understanding will seek wise counsel. At about the same time, but on the other side of the earth, Lao Tzu said that one who knows others is wise, while one who knows oneself is enlightened.



Self-awareness is a continuous, lifelong process of learning and introspection.



Here are some things that you can do to help discover who you are and what you should set about to do:

1. Write an autobiography.
2. Keep a daily journal, including a description of your thoughts and emotions.
3. Take time every day for peaceful meditation.
4. Pay attention in the course of every day to those things that you find rewarding and enjoyable, and those that you do not.
5. Every day critique your own performance against the internal standards that you establish.
6. Ask others what they think your ideal job or your calling might be.
7. Seek outside help from counselors or testing services.



The question I struggled with for many years goes something like this: How can I keep my life and my work properly separated? It was the wrong question. The right question . . . is: How can I keep my life and my work properly integrated?

James A. Autry, *Life and Work*



What's your primary purpose or mission in life? Who are you really trying to become? It takes courage to concentrate your resources effectively on this priority, because of all you must do without. But it's also the only way that you'll accomplish anything of real significance.





Without having your own personal mission statement as bedrock, you'll never really buy into any organization's mission statement. Without buying into the organization's mission statement, you'll never really feel a part of it, and never really be successful. It took me nearly two years to write my own personal mission statement. Now, however, it has been a tremendous asset for helping me focus my time and energy on key priorities, and saying "no" to tempting diversions that don't really contribute to what I want to accomplish in the long run in both my professional and my personal life. This is my personal mission statement:

My mission is—through my personal example and my work—to: (1) help organizations achieve quantum leaps in creativity and productivity by teaching people the practical, emotional, and spiritual skills of personal empowerment; and (2) help individuals create personal meaning and fulfillment through their work, and live their lives with courage and perseverance.



Don't wait around for someone to empower you, because it will never happen. The only person who can empower you will be the one sitting around waiting to be empowered.



Self-mastery calls for thorough familiarity with one's mental and emotional strengths. And it calls for sustaining a commitment to personal growth—the understanding of what makes you tick as an individual—as well as professional development.

Charles Garfield, *Peak Performers*



Joseph Imburgia, president of Diagnostic Sciences in Chicago, suggests that you ask yourself the following questions to determine whether you are a good candidate for vocational testing to clarify your skills, interests, values, and personality style:



1. Do you need to have things spelled out in detail before you are comfortable making a decision?
2. Is it difficult for you to express your career interests and personal strengths?
3. Do you tend to be impulsive and make rash decisions?
4. Do your career interests tend to fluctuate, making it hard for you to know what you want to do?
5. Do you feel overwhelmed by information and long to have it organized more effectively to help in your decision making?

If you answered “yes” to any of these questions, vocational testing might help you clarify your aptitudes, interests and goals.



Should you take any of the various self-assessment tools to help you understand your personality, skills, or aptitudes? Diane Goldner, a New York writer, took the Campbell Interest and Skill Survey and the Myers-Briggs Type Indicator test which suggested a number of possible suitable careers. Among others, both indicated she'd make a good writer. Perhaps, she concludes, there's a value in getting a second or third opinion that confirms your self-knowledge.



Great speakers constantly work on ways to improve their performances. They don't think of any of their work as difficult. Every aspect is pleasure because they love speaking so much.

Dottie Walters and Lilly Walters, *Speak and Grow Rich*



Career counselor Margo Frey, president of Career Development Services of Milwaukee, tells of a person who used the Myers-Briggs tool to help her on her job. She was on the production end of an advertising firm, and constantly frustrated at being stuck between the demands of the creative department and its endless



ideas, and management with its pressures to finalize product. She couldn't understand why people simply couldn't keep working together to get the job done. After going through the Myers-Briggs, the woman discovered that she hadn't properly understood her role vis-à-vis the creative department and management, and the types of personalities attracted to each function.



The new economy will be a service economy. No matter what you make or do on the job, evaluate yourself as a "servant." How well do you serve your "customers," and what can you do to become better?



An important part of knowing yourself is constantly improving yourself. Humans are in constant change, and it requires deliberate effort to assure that the change is in a positive direction. Chart a plan for the knowledge that you need or want to have, and then stick to it.



There's paradox in all life, not the least of which is knowing which of your personal values to follow when they come into conflict. Harold Grinspoon is both a successful entrepreneur as founder of Aspen Square Management Co. in West Springfield, Massachusetts, and a generous philanthropist. Having built his business in the tough commercial and multifamily real estate market, he has had to learn when to be tough according to the requirements of the business and when to be generous in accord with his inner nature. A further paradox: his being tough in business has now allowed him to be a much bigger giver to charitable causes. Like the song says, "you gotta know when to hold 'em, and know when to fold 'em."





There's a persistent belief that "nice guys finish last." Not only do they not finish last, but they ultimately finish at or near the top, while the "bad guys" consistently finish behind the 8-ball, behind bars, or near the bottom.

Zig Ziglar (from the foreword to *On My Honor, I Will*
by Randy Pennington and Marc Bockmon)



You may have read that you should be tightly focused, that the time for the Renaissance Man was during the Renaissance. Consider, however, that we are living in a new Renaissance, and that learning as broadly as possible will enhance your creativity.



George Valliant, a Harvard University psychologist, followed a group of Harvard graduates for more than three decades. He found that those with a better sense of humor, which he measured by assigning a value for HQ, for humor quotient, were healthier, wealthier and more likely to be promoted, than their humor-challenged compatriots. After you've read sports and business, turn to the comics; learn a new joke every week.



There's an age-old debate about what must come first: a change in your attitude or a change in your behavior. Why take a chance? If something in your life is not working satisfactorily, change both, starting right now.



Read the book *Act Now!* by Dale L. Anderson, M.D. Building upon the scientific evidence of a strong mind-body connection, Anderson describes how you can use acting techniques to break bad habits, build good habits and improve your attitude. Your success at accomplishing this, he says, will dramatically improve your health, wealth and relationships. All the world's a stage, said the bard, so why not write your own script?



I cannot stress too much the need for self-invention. To be authentic is literally to be your own author . . . to discover your own native energies and desires, and then to find your own way of acting on them.

Warren Bennis, *On Becoming A Leader*



Mary Jane Murphy, a career counselor and psychotherapist in Atlanta, says that about 30 percent of the people she sees end up with at least a brief period of psychotherapy before plunging into the job search. There is, she says, often a pattern of failure showing up in work and personal life, causing them to repeat the same tragic mistakes. If your career has hit the rocks, consider whether a period of self-evaluation might help you avoid a replay in the future.



Wendell Hall quit General Motors after being asked to move for the thirteenth time in 31 years. In assessing his own skills and interests, he realized that he loved the process of buying and selling homes in all those moves. He earned a real estate license and started at the bottom of that profession. Now, 10 years later, he owns a real estate brokerage firm—Prudential Lambert Real Estate Inc.—in Oakland, New Jersey, and employs dozens of sales associates. He enjoys both the work and the fact that he's directly rewarded—via commissions—for his performance.



Kerry Bunker, an associate of the Center for Creative Leadership in Greensboro, North Carolina, tells of a bright executive who used self-knowledge to his own benefit. He learned that he was a highly controlling person, and that this tendency alienated his colleagues. He turned his controlling tendencies on himself, controlling his controlling tendencies. He stopped looking so closely over shoulders, and started keeping a daily journal to monitor his own



progress. He became more comfortable with letting go, even if it meant output of lower quality than if he'd done it himself. And he paradoxically found his career progressing more smoothly and rapidly.



From a purely selfish standpoint, [improving yourself] is a lot more profitable than trying to improve others.

Dale Carnegie, *How to Win Friends and Influence People*



Sometimes the best way to find yourself is to get lost. P.B. Walsh was a college professor and forensic therapist at a maximum security prison in Pennsylvania. She took a week-long retreat at a hermitage cabin in New Mexico where she was totally out of touch. She loved the solitude so much that she moved to remote rural Colorado, down a dirt road 16 miles from the nearest town.



Rick Klump suffered what might be the ultimately deflating job loss; after seven years at a seminary, he was told that he wasn't cut out for the monastic life and had to leave. He went through a period of intense anger, and received counseling for a number of years. Finally, he came back to the church, made many new friends, and riveted his attention on all that he has to be thankful for. He loves his job as a cab driver in St. Louis, shares a nice home with his wife, and is putting his children through good schools. Gratitude, he says, changed his life.



Stacy Feldman, a counselor with The Five O'Clock Club, a national job-search support group based in New York City, suggests doing what you wear. The "uniform" often identifies a person by industry (blue collar) or by company (IBM's white shirts versus Apple's blue jeans). Consider the wardrobe you have