

CAREERKNOWLEDGE.NET

Empowering talented professionals and managers every day

November 6, 2007

Dear Reader,

In this newsletter issue, you will find key summaries of a few select articles from the Career Knowledge portal, along with tips, tools and recommended books to complement the article.

The purpose of the monthly newsletter is give you ideas about how to apply the knowledge shared on the Career Knowledge portal, so that you can get positive results for your career.

Indeed, knowledge is only power when we take action based on what we know.

Should you have questions or comments, please feel free to contact me directly. I'll be most happy to hear from you.

Sincerely,

Peter Nguyen
Editor in Chief
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Can You Have a Career if You Don't Care?

Note: Please read the full article on CareerKnowledge.net.

This article talked about the importance of caring – truly – about one's career. The key is to view one's career as the means to achieve “professional happiness” or happiness at work.

Once a person cares about his career, he can then begin to share his knowledge, his passion, his work products. Next, he will dare to experiment, practice and excel at what he does.

TIPS

- Register for an account on LinkedIn.com and participate in discussions. Ask questions and/or provide answers.
- Join a professional association or start what Napoleon Hill calls a “mastermind group,” where members get together once a month to review their goals and progress
- Contact an experienced professional who is ahead of you, and ask if he/she would mentor you. Be sure to mention that you sincerely want to become one of the best in your field.

5 Systematic Steps to Acquire New Skills and Increase Your Value

Oct 9, 2007

Note: Please read the full article on CareerKnowledge.net.

Few people talk about lifetime employment anymore. In fact, lifetime employability is the new goal to aim for, where employers provide learning resources and leave it up to self-motivated employees to pick up the knowledge, skills and tools that will increase their employability -- that is, their capacity to contribute more to the company's success.

One elegant framework that can help you engage in effective learning and self-training is captured by the acronym **F.I.R.S.T.** Focus on one skill to acquire; Implement your new skill in a real-world situation; Reflect on the results you get; Seek feedback from others (peers, boss, coworkers, clients); Transfer your newly acquired skill to your permanent set of skills to call upon (this can be done by consciously using that skill at every opportunity you get).

Repeat the above process continuously in order to gain new skills and increase your professional capabilities. By repeating this simple learning method consistently, you will increase your capacity to contribute to your employer's success and will inevitably boost your market value and bargaining power.

RECOMMENDED BOOKS

- The 80/20 Individual, by Richard Koch
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The Secret to Finding Motivation at Work

Note: Please read the full article on CareerKnowledge.net.

This article discussed the critical distinction between "work" (to pay the bills) and "Work" (the unique work every human being was born to accomplish).

It is unfortunate, indeed, that two radically different concepts are usually referred to as "work."

How is it possible, for instance, that a surgeon's work be the same as the work of a hospital janitor? Work is artistic and precise in the case of the former, while it is repetitive and mechanical in the case of the latter.

The key to motivation therefore is to choose the special "Work" for which one was born – with one's unique talent and unique interests – to accomplish in this life.

RECOMMENDED BOOKS

- Flow, the psychology of optimal experience, by Mihaly Csikszentmihalyi
- The 8th habit, by Stephen Covey

TOOLS

- The Ideal Career Framework report, available at CareerKnowledge.net

Motivation Requires Critical Knowledge About a Subject

Note: Please read the full article on CareerKnowledge.net.

This article introduced the idea that "motivation is the beginning of every great career as well as the inner life force that will sustain career momentum and growth."

Be that as it may, it is often difficult to manage one's motivation. If it were easy, there would not be so many motivational speakers and authors out there who make as much as \$10,000 per corporate appearance.

The good news is that motivation doesn't have to be a vague emotional thing that comes and goes. In fact, building one's motivation can be a systematic process.

The key is to realize that motivation comes from thoughts, and that thoughts can only occur if we first have knowledge. It is therefore essential to begin to read books. Lots of books.

Tim Sanders, former Chief Solutions Officer at Yahoo!, wrote a brilliant book titled *Love is the Killer App*, where he strongly advocated the continuous acquisition of knowledge in order to empower oneself. He also provides tricks in order to maximize one's return on the reading of every non-fiction book.

RECOMMENDED BOOKS

- *Secrets of the Millionaire Mind*, by Harv T. Eker. In this brilliant book, Eker reveals the secret sequence that leads to positive results (including wealth). This sequence is: Thoughts --> Emotions --> Actions --> Results.
- *Love is the Killer App*, by Tim Sanders

TOOLS

- Freemind, a free mind mapping software available at <http://freemind.sourceforge.net>, enables users to build their private knowledge mind map, which can be refined continuously.

Call for Success Stories!

**Are you a successful professional or manager who has achieved career success?
If so, we'd like to hear from you! We would love to write your story
in order to inspire all our readers.**

Please contact us today at peter@careerknowledge.net.

How to Attract and Keep Talented Professionals

Note: Please read the full article on CareerKnowledge.net.

Peter Drucker wrote that knowledge workers should be treated like volunteers. In other words, leaders and managers should assume that their talents are free to decide whether or not to work for the organization. They can leave anytime.

In the global war for talent, power is indeed shifting toward talented professionals and managers. This is not a cyclical but a structural trend: things will not come back to the old era where the "boss" had power and subordinates had better do what he says or else.

The word "boss," which comes from the Dutch word "baas" meaning "master," is no longer relevant. Today, talents are masters of their own work products and, in many cases, of the processes they use to accomplish their work.

Managers are only facilitators who help talents do a great job. To the extent that a manager understands the needs of talents under his supervision and supports them in their work, he will succeed in securing their loyalty and in contributing to the continued success of his organization.

Failing to understand what talents need and expect from an employer, however, can quickly escalate into a high turnover rate and will jeopardize the ability of the organization to attract and keep valuable talents.

RECOMMENDED BOOKS AND WEBSITES

- Bill Jensen's website, www.work2.com, is worth a visit. His books are also highly relevant to leaders who want to better manage talents in order to keep them.
- Re-Imagine, by Tom Peters, is an excellent (and highly colorful) book that describes major trends that every company will have to address, especially in regards to how to attract, support and keep talents

Write for CareerKnowledge.net and gain profitable exposure for your career or business!

At CareerKnowledge.net, our mission is to empower talented professionals and managers every day. We are therefore looking for experts who would like to share their knowledge. Knowledge shared, is power multiplied!

Read all the details by clicking on "Be in CKN" on CareerKnowledge.net!

Leadership is a Matter of Ambition, Training and Determination

Note: Please read the full article on CareerKnowledge.net.

Leadership is not rocket science, but it is "Rocky" science. In other words, a true leader must embody the irrepressible desire to win. He must be willing to train, and train hard, so as to prepare to win. He is absolutely convinced that he will lead his troops to victory, but he is also perpetually willing to face his own weaknesses and self-doubts, in order to decisively overcome them.

This blunt, slightly savage definition of a true leader might shock a few people. Nonetheless, frank and direct leadership is what's needed in today's often confusing economy. People, especially followers, need to see a strong leader, one who is willing to confront all obstacles -- one by one -- and defeat them all.

RECOMMENDED BOOKS

- *Hardball*, by George Stalk. A former consultant at BCG, a famous consulting firm, Stalk advocates blunt, direct, slightly savage strategies for winning in the marketplace. Although some may point out that it sounds a bit macho, the fact remains that in business, competition is tough and that often, a leader has to do what it takes to win. Without victory, no leader can sustain the trust and respect of his or her troops.
 - *Winning*, by Jack Welch.
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Leadership Ability Enables You to Go Far in Life

Note: Please read the full article on CareerKnowledge.net.

This article summarized the essence of leadership in three critical words: Visible Personal Example.

One way to show your leadership in a very visible manner is to start a blog. Wordpress.com is an excellent blogging software:

- It's free of charge
- It tracks the number of visitors per blog and per post
- It allows you to upload text, audio, pictures and videos

RECOMMENDED BOOKS

- *The 8th Habit*, by Stephen Covey. Employees today need to find meaning in their work, and Covey's book describes a powerful four-dimensional framework that allows leaders to understand how human beings think and feel about their work. It then becomes easier for a leader to help employees clarify their expectations and even facilitate the process through which they can find their own unique voice.

Measure Your Productivity to Control Your Career

Note: Please read the full article on CareerKnowledge.net.

This article introduced the following framework for assessing one's current level of mastery in one's profession:

- Novice: A person who is new to the field, profession or industry
- Initiate: A person who has begun to acquire fundamental knowledge and skills.
- Apprentice: A person who has begun to work with experienced practitioners.
- Practitioner: A person who is capable of practicing independently on his or her own.
- Expert: A person who is considered an expert by professional peers.
- Master: A person who is capable of teaching and transferring his expertise and know-how.

Often, we tend to ignore such classifications since they smack of elitism. Yet, the truth is that in today's economy, the best professionals (also called the "A" players) are treated disproportionately well, in comparison to the rest of the workforce.

The great thing about the workplace is that it is usually a meritocracy: a person can rise to the top, if he or she has decided so and has committed willpower, resources, intellect and energy to such a goal.

It is also critically important to associate with people who have high standards and have publicly committed to continuous self-improvement. Mutual encouragement and support among people who aim for the best, will make the journey more enjoyable.

RECOMMENDED BOOKS

- The 80/20 Individual, by Richard Koch
- The Cambridge Handbook on Expertise and Expert Performance, by Anders Ericsson

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Marketing Will Make You Successful and Rich

Note: Please read the full article on CareerKnowledge.net.

This article talked about the increasing importance of the marketing concept for one's career.

Traditionally, a career was enclosed within four walls. That is, outside the building where one's office was located, one did not really have a career.

Today, the Internet is breaking down time and space barriers. This means that outside your daytime job, you CAN have a second career – in cyberspace.

RECOMMENDED WEBSITES

- [Paypal.com](https://www.paypal.com). You can create an account, which will allow you to receive money or send money.
 - [Payloadz.com](https://www.payloadz.com). Here, you can create an account and upload your proprietary digital content, such as PDF files or even audio/video clips. This is an excellent way to generate income if you have valuable knowledge to share.
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5 Marketing Concepts to Package Yourself as a Complete Solution

Note: Please read the full article on CareerKnowledge.net.

This article talks about the five key dimensions of marketing: target market, product, price, promotion and place.

Although it will take a while before you fully grasp the strategic depth of these five dimensions, you can start by using a highly practical framework developed by Curtis Carlson in his book title Innovation. He calls it the N.A.B.C. Framework:

- Need: The most important thing is to clearly understand and explicitly state the need for your professional services.
- Approach: Next, you describe your approach for fulfilling that need. This is where you explain in detail your specific solution, and how it is differentiated from other solutions or providers.
- Benefits / costs: The next step is to describe the benefits as well as the associated costs.
- Competitors: Finally, constant awareness of competitors and their evolving offerings must be maintained in order to sustain differentiation.

RECOMMENDED BOOKS

- Innovation, by Curtis Carlson