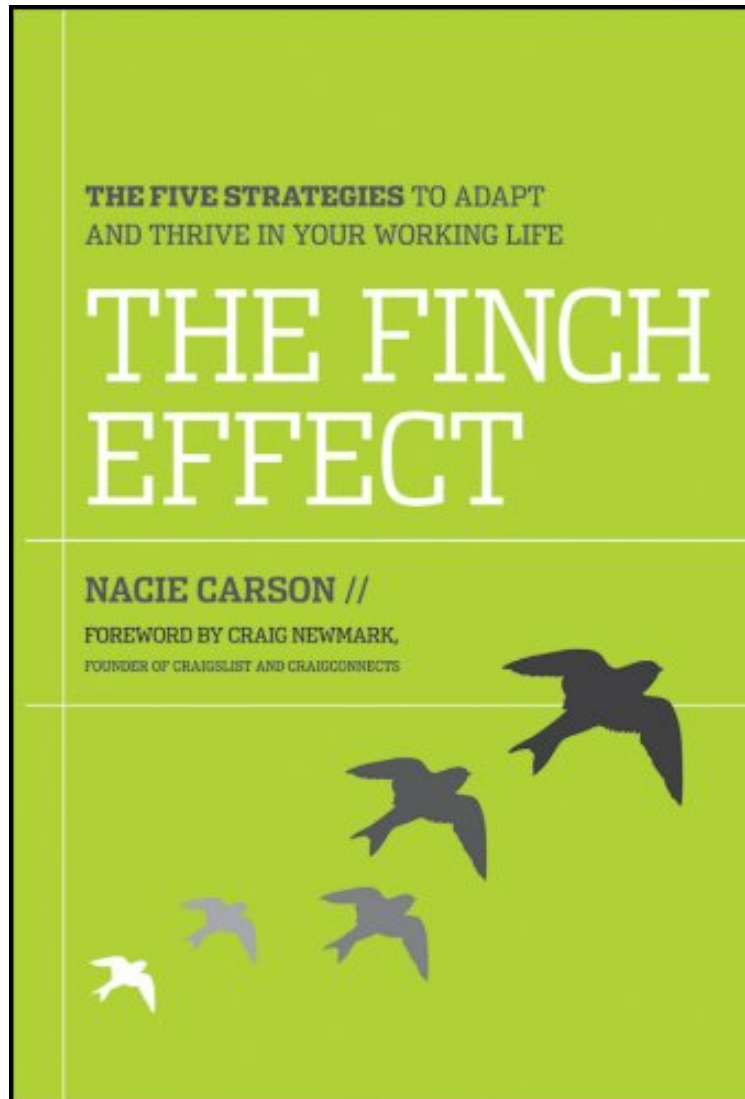


# The Finch Effect: The Five Strategies to Adapt and Thrive in Your Working Life

*Nacie Carson*

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**Nacie Carson : The Finch Effect: The Five Strategies to Adapt and Thrive in Your Working Life** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Finch Effect: The Five Strategies to Adapt and Thrive in Your Working Life:

11 of 11 people found the following review helpful. Inspiring, Specific and HelpfulBy BostonLawyaGalFinally! Someone has recognized that the world has changed dramatically and figured out a way to deal with it! The Great Recession has changed a lot more than our economy. The Finch Effect identifies and accepts the ways the American workplace has changed and identifies steps that people can take, not just to adapt, but to capitalize on these changes

and carve out a more successful and fulfilling career. There are three things about this book that really set it apart from others in the genre: 1. Specificity: this book is filled with specific, actionable suggestions and tips. So many career books speak only in the most general terms. As I read, I found myself slotting my personal attributes and career goals into the five steps. 2. Inspiration: Nacie has a wonderful voice. Never patronizing or defeatist, her realistic analysis of the changing job market and tips for adaptability challenge and inspire the reader. 3. Versatility: the steps and advice presented in *The Finch Effect* are applicable to all ages and career paths. The anecdotes and examples provided show how different people have utilized these ideas and taken action to improve their careers and quality of life. It doesn't matter if you're 20-something or 60-something; you can adapt like Darwin's finches!

I devoured this book. It doesn't present a pie in the sky view of career advancement. Rather, it is realistic, straightforward and actionable. I was energized and inspired when I finished.

1 of 1 people found the following review helpful. Practical and very well-written

By Jacob Nacie did a great job with this book. The writing is exceptional. I don't remember the last time I read a book that was written this well. Nacie's style and eloquence are second to none. Beyond that, the way the book is organized is, in one word, perfect.

Style and organization aside, I'd like to make two other observations.

1. This book is unique. Nacie is the first person I have found to not only address the current shifts in the job market and supply evidence of how things are changing, but also tell you what you can do about it in a tightly packaged book. That Nacie did this first, and did it so well, is unfortunate for other authors (who would be foolish to try to compete), but is very fortunate for us readers.
2. The content is freakishly useful. This isn't just another pep rally for people who are out of work, saying "you can do it! Just keep trying!" Besides just being a great read, this book is a practical guide. It gives you steps you can take today to better position yourself for success in the changing economy. It includes practical tips and specific exercises to help you: -enter the world of freelance work and the "gig economy," or improve your current position -demonstrate to prospective employers and clients why they should hire you -hit the high points of networking (I really like the questions she prompts you to ask yourself. She asks in a way that gets you to come up with answers you actually believe. If an employer or prospect asks "why should we hire you?" and you actually believe the answer you give, you'll be a lot better off than if you just tell them what you think they want to hear. Everyone knows that's the case, but still not everyone can come up with an honest answer. This book helps.) -figure out which skills you have that are still relevant, and how you can improve them efficiently -diagnose the things you're not good at and decide what to do about those -manage your social media and online presence, including how to keep your profiles appropriate for potential employers -develop and refine your entrepreneurial mindset...among many other things. This is much more than a skill-building book. Nacie discusses the job market with borderline clairvoyance. I suggest you listen to her.

0 of 0 people found the following review helpful. This book is the real deal

By Joe CA a few years ago, one of my coworkers left his job for a new opportunity. The company never hired a replacement for him. Shortly after he left, I left. To my knowledge, the company never hired a replacement for my old role, either. Those jobs are never coming back. You can be angry at the man and blame higher powers. But, it is what it is: the new economy.

I experienced what Nacie talks about in this book. She goes over the new economy and how you can best prepare for it. This isn't your typical career book on how to land a job. Nor does it tell you to quit your job and start a freedom business. The book delivers a pretty even-keeled message as opposed to other books out there on similar topics. Nacie gives you actionable advice so you have the best chance of thriving and finding stability in a job market that is becoming more unstable.

The biggest takeaway for me was her section about entrepreneurship. She shows you how to be entrepreneurial inside a company and on your own.

Evolve your work strategy and thrive in today's high-pressure economy

As Darwin famously observed, the beaks of each generation of Galapagos Island finches change to accommodate shifting food resources, allowing the birds to survive by adapting their capabilities to the new environment. Today's business people should take note: In the post-crisis economy, traditional career strategies spell professional extinction, but the fluid new "gig economy" offers tremendous potential for anyone willing to adapt. Based on her popular blog and drawing on her leadership development experience, Nacie Carson explains what it takes to make it in today's world of work.

Outlines and explains five steps for ensuring professional success: adopt a gig mindset; identify your value; cultivate your skills; nurture your social network; and harness your entrepreneurial energy

Builds on Carson's experience as a popular blogger on Portfolio.com and author of the popular website *The Life Uncommon* ([thelifeuncommon.net](http://thelifeuncommon.net))

Features a Foreword from Craigslist founder Craig Newmark

*The Finch Effect* offers the information professionals need to earn big, achieve their potential, and remain at the top of the professional food chain.

Every chapter of this book is worth it, but the last chapter sets the whole thing ablaze. Read this.

Chris Brogan, president, Human Business Works; and bestselling author, *Trust Agents and Social Media*

In this chaotic day and age, merely "adapting to change" is woefully inadequate. In this powerful book, Carson gives us the keys to thriving and succeeding in this and all economies—and that beats adaptation any day.

Steve Farber, author, *The Radical Leap Re-Energized*

If you fail to prepare, you prepare to fail. Nacie Carson's *The Finch Effect* provides solid ideas and strategies on how to adapt your career in a new

professional paradigm through both preparation and action." —Carol Roth, business strategist; New York Times bestselling author, *The Entrepreneur Equation* "Unless you've been living in a cave with no access to the internet, you no doubt have witnessed our world being turned on its head. The business environment no longer favors people looking for security, loyalty, and certainly not a pension. The Finch Effect sheds light on what traits allow people to thrive in today's economic environment, how to adapt these traits, and how to evolve faster to prepare for the next big shift!" —John Haydon, founder, Inbound Zombie; author, *Facebook Marketing for Dummies* Nacie Carson brings a fresh mindset and solid experience to show us how to win again in times of vocational Darwinism and the "gig economy." Her ability to distill ideas and support them with situations and stories we all recognize makes *The Finch Effect* a crucial tool for taking back control of our businesses, our careers, and our lives." —Liz Strauss, social business strategist; author, *Successful-BlogFrom the Inside Flap* "The collision of chronically high unemployment with an expanding global workforce (among other factors) has turned the American job market into an ongoing survival-of-the-fittest scenario where professionals have a clear choice: evolve their careers or risk career extinction." —From Chapter One In *On the Origin of Species*, Charles Darwin famously observed that the beaks of each generation of Galapagos Island finches change to accommodate shifting food resources, allowing the birds to survive by adapting their capabilities to the new environment. Today's business people should take note: in the post-crisis economy, counting on traditional career strategies spells professional extinction. But for those willing to adapt and take their career fates in hand, there are tremendous opportunities ahead. In this breakthrough resource, career expert Nacie Carson shares a set of five strategies, the "Finch Effect" (named in honor of Darwin's avian inspirations), that helps professionals at any stage of their career to not only survive changes in the world of work but to thrive on them: Adopt a gig mindset: Stop waiting for the job market to "go back to normal" and instead reframe your perspective to create new—and more interesting—career ladders. Identify Your Professional Value: Isolate, differentiate, and leverage what makes you stand out from other professionals. Cultivate Your Skills: Identify how to develop the skills central to your new professional brand to their highest potential. Nurture Your Social Network: Learn to craft, package, and communicate your adaptive professional brand through social media—or learn to do it better. Harness Your Entrepreneurial Energy: Build and employ entrepreneurial skills and tactics to optimize your position in the new world of work. *The Finch Effect* is filled with the strategies and information you need to earn big, achieve your potential, and remain at the top of the work food chain. From the Back Cover Praise for *The Finch Effect* "Every chapter of this book is worth it, but the last chapter sets the whole thing ablaze. Read this." —Chris Brogan, president, Human Business Works; and bestselling author, *Trust Agents and Social Media 101* "In this chaotic day and age, merely 'adapting to change' is woefully inadequate. In this powerful book, Carson gives us the keys to thriving and succeeding in this and all economies—and that beats adaptation any day." —Steve Farber, author, *The Radical Leap Re-Energized* "If you fail to prepare, you prepare to fail. Nacie Carson's *The Finch Effect* provides solid ideas and strategies on how to adapt your career in a new professional paradigm through both preparation and action." —Carol Roth, business strategist; New York Times bestselling author, *The Entrepreneur Equation* "Unless you've been living in a cave with no access to the internet, you no doubt have witnessed our world being turned on its head. The business environment no longer favors people looking for security, loyalty, and certainly not a pension. The Finch Effect sheds light on what traits allow people to thrive in today's economic environment, how to adapt these traits, and how to evolve faster to prepare for the next big shift!" —John Haydon, founder, Inbound Zombie; author, *Facebook Marketing for Dummies*