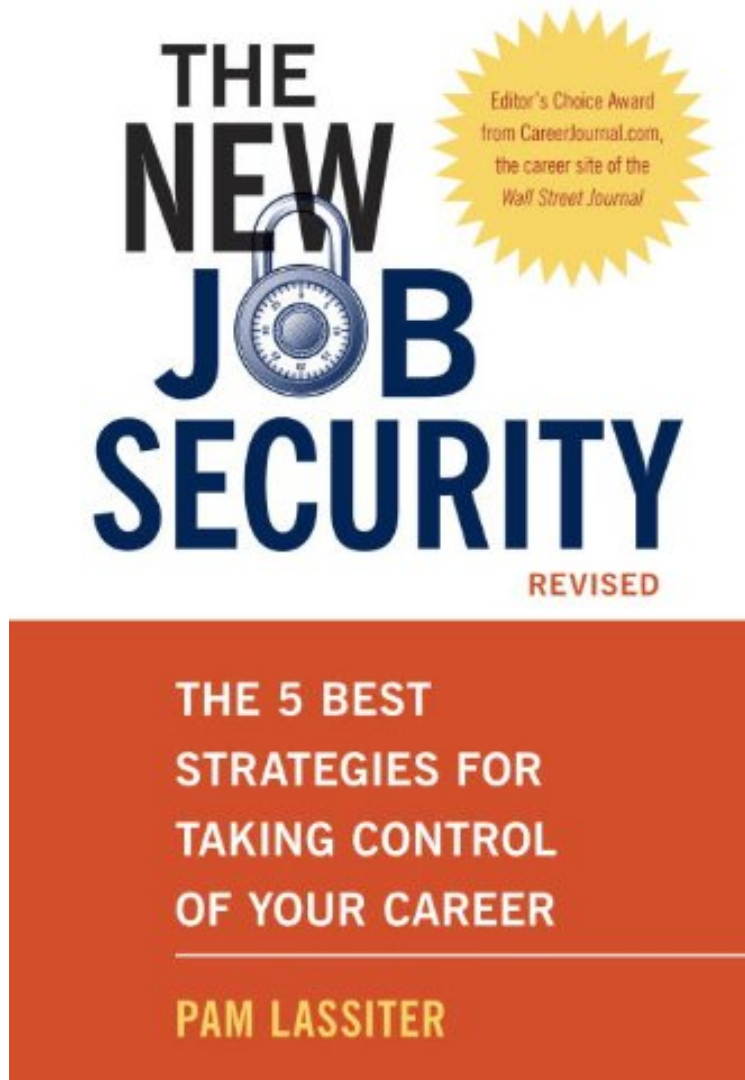


# The New Job Security, Revised: The 5 Best Strategies for Taking Control of Your Career

*Pam Lassiter*

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**Pam Lassiter : The New Job Security, Revised: The 5 Best Strategies for Taking Control of Your Career** before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Job Security, Revised: The 5 Best Strategies for Taking Control of Your Career:

3 of 3 people found the following review helpful. Clear, Concise, Effective Strategies That Actually Work. A Game Changer.By Alex FI adopted these strategies about a year ago to help me through a career transition. I owe a debt of gratitude to this book, as it has truly enabled me to find not only work that I love, but also compensation that I am very

happy with. I am such a believer that I was really excited to buy it for a second time with this revised edition of the original, which has some great insight on modern social networking. This book has been an indispensable tool for me. The author's techniques and strategies are quite simple and logical, but were nonetheless eye-opening. After reading this book for the first time, I found myself saying, "This is so obvious...why haven't I been doing this all along?" For me, the answer is that I never went through any formal education on how to manage my career. I mistakenly thought that I would naturally be good at it. But really I was stuck in a rut of complacency, letting my career just sort of "happen." This book teaches you to seize control of your career. Use the 5 strategies (#1 Send Clear Signals, #2 Market for Mutual Benefit, #3 Stop Looking For Jobs, #4 Build Sustainable Networks, #5 Negotiate In Round Rooms) laid out in this book, and you will find that yourself working "smarter, not harder." I am not a natural "networker," so I found the homework assignments to be particularly effective. WARNING: DO NOT LEAVE HOME (or make a single phone call) without a well-practiced "Elevator Story" (p.31), or PAR -Plan Action Result- Story (p.22). These simple exercises take only minutes to do, but really will set you apart from the pack in both casual conversation and in formal interviewing. The book is full of similar helpful assignments and techniques and really will make you look impressive. Whether we like it or not, networking has become an absolutely essential component of our careers. Embrace networking, and you will see it will take you places faster than you could imagine. This book will teach you how to do this. If you want to direct the trajectory of your career, than this book is a must have. 0 of 0 people found the following review helpful. Great book if you're making a job OR career change - buy it By Troy Angrignon I picked this book up during a job transition and found that the book was simple, accessible, and actionable. I used it as a workbook of sorts to nail down what value I had, my strengths and skills, what I've REALLY learned over the years in my various roles, and then how to send very clear signals about what I want to do next. It made me uncomfortable and pushed me to do the homework I needed to do to make the next jump. Don't hesitate. Just buy it and use it. 0 of 0 people found the following review helpful. Great Book By A. Celentano Very useful career strategies. Whether you are out of work, or are looking to stay employed - this is chock full of useful tips and techniques.

Take Control of Your Career Job security used to mean counting on a company to support you until retirement. Well, the rules have changed—companies downsize, jobs are outsourced, and pensions are eliminated as fast as the fluctuating economy. There's good news, however—the new job security is alive and well and centered in you, not in a company. In this newly revised edition of *The New Job Security*, executive career-management consultant Pam Lassiter presents the five best strategies for achieving work security and success, from building a supportive network that returns your calls to creating new jobs rather than wasting time on advertised openings. Thoroughly updated with the latest tactics, technology, and trends, plus advice from nationwide business leaders and career experts, this is the career book for the new economy. The *New Job Security* will help you to:

- Uncover interesting alternative jobs
- Generate multiple income streams
- Shape your job so that it reflects your values and goals
- Move successfully within your company
- Plan for career transitions so that they're under your control

Filled with practical exercises, real-life examples, online resources, and a refreshingly no-nonsense approach, *The New Job Security* is a strategic plan to gain control of your career and never worry about job stability again. From the Trade Paperback edition.

When it comes to the hard work of finding great work, Pam Lassiter is the consummate pro. She has the experience, the common sense, and the proven track record. My advice: Take her advice. —Alan M. Webber, Founding Editor, *Fast Company*

"A must-read for those seeking growth and satisfaction in their careers." —Dr. Myra Hart, Professor of Management Practice, Harvard Business School

"Pam Lassiter has taken on today's complex career management challenges and provided the reader with tools that work in the real world." —David Opton, Founder CEO, ExecuNet

"Lassiter's strategies for growing within your current job are completely on target. She shows that you can't wait for your company to take care of you." —Ann Anderson, Chief Human Resources Officer, Blue Cross Blue Shield of Massachusetts

From the Trade Paperback edition.

About the Author Pam Lassiter is principal of Lassiter Consulting, a firm that provides career management services to companies and individuals worldwide. As a consultant in career management for more than thirty years, Lassiter works with companies and mid-career professionals that are managing career transitions. She designs programs, seminars, and coaching sessions for companies that are outplacing or retaining key employees. Her internal career development work enables professionals to grow within their current companies, improving corporate productivity and profitability. Her work with companies and individuals that are facing transition focuses on directing searches of senior-level executives toward timely, satisfying conclusions, whether it's the next job or retirement with flexible work. Lassiter makes appearances on regional and national television and radio, and as a keynote speaker for professional groups and national conferences. She has received multiple awards and recognition from professional associations. Her articles on career management appear in human resource and business publications including *Fast Company*, *Fortune*, *Financial Times*, Bloomberg radio, *Financial News Network* and *CFO*. With an undergraduate degree from the University of Texas in English and

Spanish, a master's degree from Boston University in psychological counseling, and graduate coursework in career development and business management, Pam lives in Boston, Massachusetts. Excerpt. copy; Reprinted by permission. All rights reserved.

### Introduction Career Whiplash

Any changes in your work life lately? You might be laughing right now, saying, "Where do I begin?" Whether you've been let go from your company, chosen to leave, are looking for something new, want to grow within your current company, or just want to hold onto what you have, the dynamics of the job economy have changed dramatically in recent years. Career whiplash is now a preexisting condition for most of us. Despite this new job economy, with its sharp transitions, intense competition, and high churn rate, too many of us are using old career management skills. Regardless of your age, it's easy to have picked up old expectations, old habits, and old mind-sets. If people around us are looking for work, we assume that how they're approaching it is correct, right? Bad habits are contagious. Ask yourself:

- Do I look primarily for approved job openings, typically through the Internet?
- Do I keep my head down at work, doing my job without tracking marketplace trends and developing skills I'll need to be in demand in the future?
- Do I strategically stay in touch with those in my network and help them even when I don't need anything in return?
- Do I negotiate win-win situations to get the money and working conditions I want?

If you answered "yes" to the first two and "no" to the second two, you have old job skills with the attendant career risk. In the new job economy, learning the 5 best strategies will put you out in front, making sure you're in charge rather than unemployed or stagnating. Out in front is where you want to be. This book is your guide to the new rules for career management. Using current research and information gathered from more than thirty years of experience as a national career management consultant, I have identified and integrated results-driven approaches for people who want to develop their own New Job Security. Contrary to popular opinion, there is job security out there; its location has just moved. The New Job Security is centered in you, not in a company. It's portable. Creating Your Neck Brace for Career Whiplash is a good thing that job security is portable, because we're moving a lot! The statistics in ExecuNet's Executive Job Market Intelligence Report (2009) bring home our dramatic lack of stability. Executives expect to hold a job for 5.6 years and end up doing so for only 2.3 years. We think that we'll work for the same company for 6.6 years, but we remain employed by that company for 2.8 years. What we plan for and what happens are two different things. The call for our own independent plan for job (or career) security is clear. Is the idea that you're in charge new? No. What's new are the ways that people find jobs, whether they are looking for a new position within the same company or trying to break into a company from the outside. What's new is the economy, in which you're a hot commodity one year and yesterday's newspaper the next. What's new are the demographics: boomers are finding themselves searching for jobs at middle age, and Gen Xers are discovering that the start-ups have stopped. What's new is the idea that not only are you responsible for your own career, but that you actually have a significant degree of control over it. You have the ability to make your own career neck brace that will allow you to observe the rapid changes in the job market but not be subject to their collateral damage. The experience of working with professionals like you--incredibly accomplished people who take the risk of trying new career management strategies to accomplish their professional goals and succeeding--is what drove me to write this book. Unfortunately, nobody teaches us career management strategies before we join the workforce and realize we need them to develop our careers. Even if you were lucky enough to pick up some basic strategies in college, those strategies have changed. Mailing your resume directly to companies you'd like to work for and responding to published job openings, which used to be considered best practices, now often result in low yields and a high level of frustration. The good news is that you can change as well, and The New Job Security will give you the tools you need to manage your career effectively, not just for a single job hunt, but for your lifetime. Learning to predict and direct most of the forces that affect your work requires taking a step back to see the big picture. First, see if you recognize yourself in the following scenarios. They represent forces that affect all of us. Then we'll get into exactly what the New Job Security is, and how you can get it . . . quickly.

"What do you mean, a pink slip? Termination? Me? There's been a mistake." Gordon had been working for his employer for more than twenty years, had been promoted regularly, had received good performance evaluations, and was doing the organic chemistry work that he loved. This pink slip, which wasn't even pink, had to be an error. Sure, he'd seen his shares of stock in his publicly held company erode in value as earnings had slipped, but his chemical research was at the heart of the company's products. They couldn't keep the money coming in without the core products that Gordon's research helped produce. The idea of his job being vulnerable to some of the changes he'd seen in other parts of the company was so foreign to him that he had ignored the tremors going through his own division.

"Why me? This doesn't make sense!" But to his company, cutting Gordon made perfect sense. Professionally, Gordon was in a holding pattern. He'd done most of his intellectual development in college, more than twenty-five years ago. He'd gone to work for his current employer shortly after finishing his bachelor's degree in biology. He'd taken some workshops that his employer had offered, but not many, and only those on topics he believed would directly benefit his current work. Staying in touch with professional trends outside the company had been difficult for Gordon. He occasionally read articles in professional

journals, and he had taken some graduate courses in chemistry twenty years ago. He found professional association meetings painful, so he avoided them. "Too many people are standing around, and there is too much chitchat," he said. Socially, Gordon was a private person. He did his job and kept in touch with a small group of friends. At work, he wasn't terribly interested in life in the other divisions, corporate politics, or company finances. He was only interested in his research, saying, "I thought if I just kept my head down and did my work I'd be safe." That approach proved to be fatal. If Gordon had taken the time to look up from his work, he would have seen two warning flags waving wildly in front of him: Most of the people who worked with Gordon had advanced degrees, a master's or doctorate, while he had only a bachelor's. His colleagues had degrees in chemistry, the department's main focus; Gordon's degree was in the less directly related field of biology. Gordon had assumed that his increasing experience would offset his professional weaknesses, but his colleagues were becoming increasingly experienced at the same time, so when his company hit an economic speed bump, he was vulnerable. Could Gordon have changed his direction? Barbara was brilliant but had sharp edges. She worked for an organization that wasn't planning to let her go because she could deliver hard messages that other people couldn't about performance, compensation, and terminations; they also valued the diversity that she brought to her division and her twenty years of experience. Barbara, however, wasn't convinced of her permanence when she called me in for coaching. She was shocked and angry that she had received a negative 360-degree evaluation and word-of-mouth feedback. The consensus was that she wasn't a good team player and she wasn't acting as professionally as she should for her level in the organization. Her lack of political savvy was proving to be her undoing, and her reputation was on the slide. Head of human resources for a large division of her company, Barbara was used to reacting quickly. Fires on her desk were self-igniting; she could stamp out one and more would appear. Attending meetings with groups outside her division was required but not welcomed. More fires would ignite in the meantime. What Barbara couldn't see was that: She was keeping her head down dealing with problems as they came up rather than prioritizing her time. She wasn't delegating some of the more routine jobs to her staff as her work grew, and therefore she was not setting aside time to do the planning and strategy that was critical at her senior level. Her staff wasn't helping her reputation. Between irritating people outside the division and not following through on certain tasks, several staff members were affecting Barbara's reputation without her knowledge. She wasn't widely known in her company and had no profile at all in her profession outside her company. Barbara had become so comfortable in her job and organization that she had stopped thinking about staying awake to the outside world, continually developing her skills, or being conscious of how she was building support within her division and organization. Could Barbara change her patterns?...