



Five Things You Can Do Straight Away to Improve Your Career

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Helping executives and professionals attain fulfilling careers, since 1992



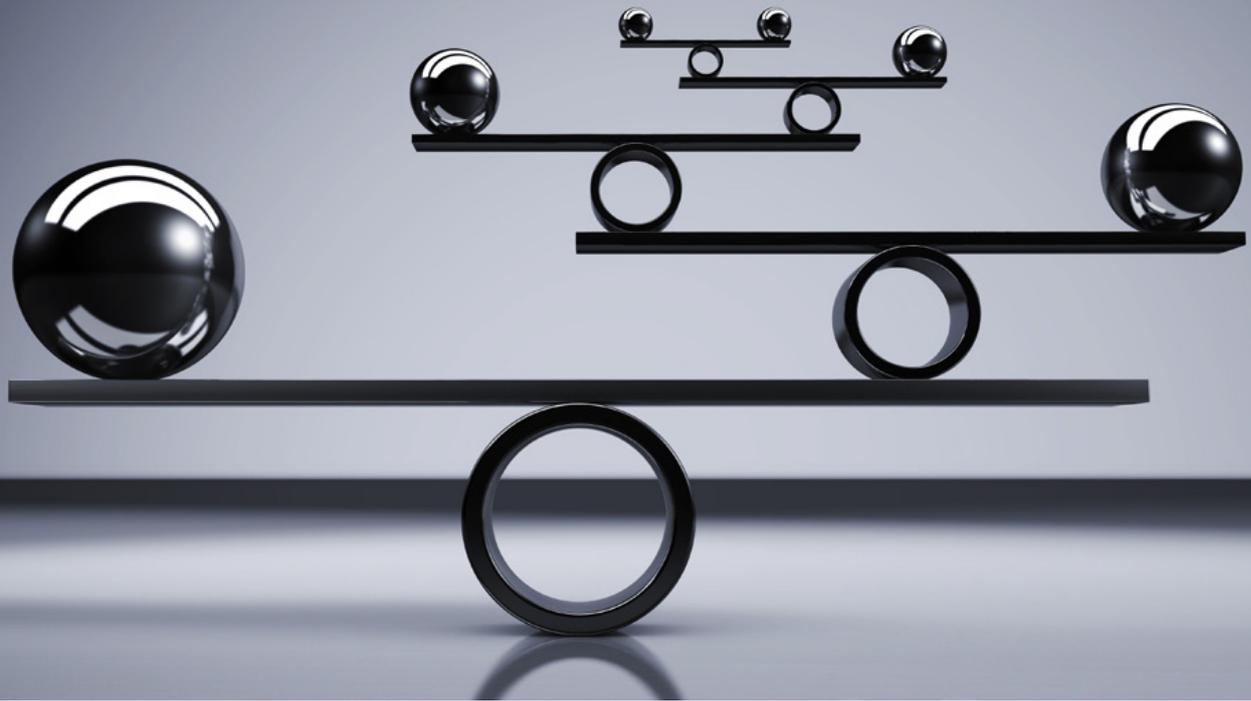
Our methodology has already transformed the careers of thousands of executives and professionals. It will enable you to:

1. Establish the most effective mindset – that of a buyer, not a seller and certainly not a supplicant
2. Develop a crystal-clear career vision and robust supporting strategy
3. Position yourself for success through building your unique personal brand
4. Strengthen and refine your self-marketing skills and your plan
5. Execute every aspect of your professional marketing campaign with absolute focus.



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If you're not enjoying your career, you don't have to wait to improve the situation. Even if you're under pressure, you can begin straight away.

In fact, prompt action is crucial. Because tolerating an unsatisfactory situation rather than acting to improve it will harm your morale. In turn, this will reduce your capacity for action.

This is the insidious danger of procrastination; every time we allow it into our lives, it weakens us a little further.

Regrettably, the loss of positive momentum doesn't result in 'standing still'; it actually results in reverse momentum. Self-belief is an early casualty. It leads on to inappropriate actions born of frustration, and ultimately even of desperation. For all too many people, when the situation finally becomes intolerable, it leads to precipitous, ill-considered action. The resulting outcomes lead them ever further away from those they want.

Moment by moment, our destinies are being shaped by our actions. None of us can afford to ignore this reality. So check these five steps. If you aren't already doing so, you can take them now, to shift from negative to positive momentum.

1

Take Personal Responsibility

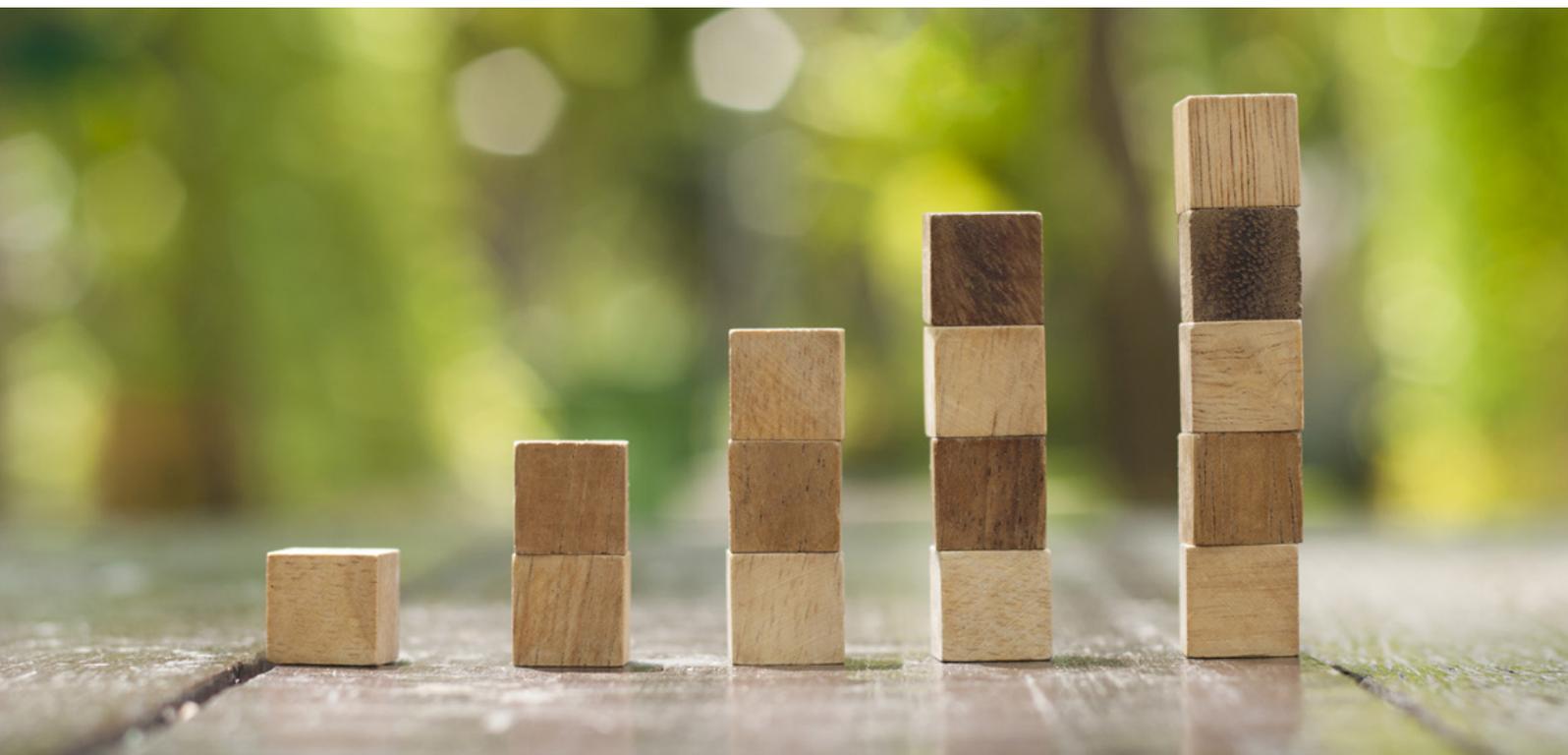
Your current career situation has been created through the interaction of your thoughts, your feelings and your actions. Whatever changes may occur in our careers, we are the ones who have taken the actions that put us in the situation where it was possible for them to affect us.

If your current situation is weighing you down, it's essential to acknowledge the role of your thoughts, your feelings and your actions. Take the perspective that you are the creator of your circumstances, and that you therefore have the right, the responsibility and the power to change them.



Those who embrace this responsibility, learn to be grateful for it. Those who reject it have nothing positive to look forward to, except by accident.

Treat everything that happens in your life as being for your learning and growth. Accept and welcome the opportunities this perspective offers, and an extraordinary turnaround will be possible.



1

Take Personal Responsibility

Take This to the Next Level

The current situations of our organizations, our society, and of humanity, have been created in the same way as our individual situations. That is to say, through the collective interaction of the thoughts, the feelings and the actions of the members of each group.

The only way things ever change for the better is through the leadership of those who see what can be done and needs to be done, and who act on that awareness.

Take yourself seriously and make it your intention to make a difference. Not as a tool for others to use, for purposes that don't excite you, but only for those that do.

Decide on the contribution you want to make and commit to it – even if you don't yet know how you'll do it. In all probability, you can achieve vastly more than you think.

Take responsibility for helping to create a better future for your loved ones who will still be here when you're gone. This doesn't just mean providing financially. In a world of such potential abundance for everyone, that should be a minor issue. We can contribute more through a focus on creation, and on building better relationships between people and societies, e.g. through transforming conflict into collaboration.

What's more, you won't be just helping your loved ones. You'll be helping yourself because our morale immediately improves when we choose to focus on the needs of others. And to act, rather than just thinking about what's wrong and what needs to be done.

Step outside yourself. The answers to our problems, even in terms of our own fulfilment, lie in acting on the things we care about, rather than sitting on the sidelines. Choose a purpose that's worthy of you. We can all choose to be healers of humanity's divisions.

2

Define What You Want

In the world of work, we are usually encouraged to focus on our strengths. That can be enjoyable. However, it's vital to recognise that our strengths are secondary. What we want is primary. Knowing and honouring what we want will take us to heights that can never be reached in any other way.

Why? It's because treating our strengths as primary surrenders the greatest source of motivation – desire. We become driven by the desires of others. That's ultimately harmful to our own satisfaction and self-confidence. It reduces us to tools, to be used by others who have a more precise focus on what they want, and on how to get there.



All too often, this results in highly capable people becoming vehicles for the attainment of goals that are unworthy of them, and becoming demoralized as a result. We can't afford to allow this to occur. High morale is key to exceptional achievement, and to self-actualization. It requires focused desire, which is the beginning of internally driven creation.

But as executives or professionals, if the purposes of our jobs are established by others, how can we tap into the motivational power of our own desires?



2

Define What You Want

The Freedom We All Possess

Certainly, a salaried position is unlikely to offer the same level of freedom to choose our creations, in our work, as self-employment. However, we do have the freedom to choose to become the person we want to be, through our work.

This is a deeper level of creation. The world of salaried positions generally has little or no interest in helping us to take this journey; after all, it might result in us taking our skills elsewhere. So it requires a proactive approach.

It's likely to require a lot of introspection too – perhaps over a considerable period. But you can start the journey – or resume it if you have put it on hold – right away.

Becoming clear about the kind of person we want to become is an exercise that must involve the emotions. After all, our wants exist at the level of feelings, not just of thoughts. And action is spurred by feelings rather than by thoughts. So focus on the feelings you want to experience.

If you ask yourself what you want and an answer on the level of thoughts and of things emerges – for example, the thought of a home with a fully paid mortgage and enough money in the bank to be able to take a nice annual holiday, ask yourself “Why do I want these things?”

What is the feeling you're seeking? Is it freedom? Peace of mind? Security? A deepened sense of engagement? All of these?



2

Define What You Want

Nurture a Sense of Adventure

If the feeling you're seeking is physical security, remember that life can never offer more than a temporary illusion of it. For all of us, even the wealthiest and most powerful, our circumstances can fundamentally change, in a moment.

If we place our security outside ourselves, e.g. through our possessions, we weaken ourselves. The only security lies in our own inner strength. Don't allow yourself to be hooked on an illusion in this regard. Recognize that goals based on comfort and the absence of tension are too limited to bring out our best. They don't have the emotional impetus of working in the 'flow' state towards great creative achievement. And they won't take you very far in the direction of career fulfilment.

Focus instead on bringing more of the adventure of growth into your life.

What if, instead of things, you want more responsibility – perhaps to become CEO of your company, or of a larger one? Ask yourself why you want that role. What feelings are you aiming to experience when you achieve it?

Feelings are the wellspring of action – particularly when they're associated with the recognition that we can experience them on the journey to becoming kind of person we want to be.

3

Think Abundance

We need to think in terms of abundance. This is because to see opportunity, our minds must be free of the restrictive influence of fear-based thinking.

In turn, the readiness to adopt something of a contrarian mindset is required. We are all being fed marketing messages, daily, urging us to be fearful. Fear is used to sell us all manner of things – from insurance to the ‘security’ of a ‘good job’ or of high-yielding investments (or at least investments positioned as such). It’s even used to sell the policies of political parties, eager to convince us that they’ll deliver us from the exploitation awaiting us at the hands of another party supposedly focused on taking advantage of people like us.



Fear-based thinking leads people to compete ever more fiercely for jobs in declining industries and organisations, rather than moving into areas of new growth opportunity. It leads to an ever-tightening circle of increasing fear and decreasing ability to see alternatives.



3

Think Abundance

The reality is that in the aggregate, social circumstances are changing more rapidly now than at any time in history. As it destroys existing realities, including jobs and career paths, this tide of change is continually opening up new opportunities. Human aspirations are limitless. And however you want to contribute to a better future, the opportunities to do so have never before been so abundant.

As an executive or professional, remember that you are seen by organisations as a possible means to their success, either as a customer or a provider of services. In either case, it's not in your interest to be easily manipulated. To attain our potential, we must be alert to and reject the externally generated, fear-based concepts that we are daily subjected to by others with an agenda to influence us.

Unfortunately, the market for jobs deals heavily in manipulation. All too often, highly capable people end up competing for jobs that will never give them the satisfaction, the growth, the experiences or the remuneration that they could gain – or even a viable path to these things. Above all, they do this out of a sense of scarcity.

Although no one seeks that kind of experience, it's what inevitably flows from a scarcity-based approach. Therefore it's vital to think in terms of abundance. And to proceed from that point.

4

Take Charge of Your Beliefs About Yourself

No one achieves their potential without first believing it's possible. It helps if we absorb positive messages about ourselves, early in life. But if that didn't happen for you, or if it occurred in a patchy way that doesn't adequately support becoming the person you want to be, know this: you can change your beliefs at any time. Perhaps not overnight, but you can do it. And probably much sooner than you think.

Notwithstanding the risks that life holds, we generally have the freedom to create ourselves as the fundamentally heroic beings we are born to be. And this freedom is the basis upon which we can expand other freedoms.

The act of transforming our thinking about ourselves is perhaps our greatest achievement. This is because it's the one through which everything else that's worthwhile becomes possible.

Don't sell yourself short; think expansively. Additionally, don't limit your timeframe unnecessarily; envisage yourself as you want to be in twenty years. You need a perspective long enough that you can reasonably aim to become the person you want to be and to achieve the conditions in your life that you deeply desire.

Despite greatly overestimating what they can accomplish in a year or two, most people seriously underestimate what they could achieve in a decade or two. A long timeframe will help you to avoid selling yourself short. So take that extended perspective and begin to write down your thoughts about the person you want to be at the end of it. If you aren't already using a journal, this would be an excellent time to start.

This process will prepare you to set your most important goals – those relating to the person you'll become, the value you will create, and how you will experience your life. Not the superficial ones concerning status symbols that will provide only a temporary lift in your experience of life.

5

Reinforce Your Positive Beliefs Through Your Actions

You'll need to take yourself out of your comfort zone through outwardly focused action. You can't make the changes you want to make just through your self-talk, but you can do it in ways that don't involve excessive risk.

Let's say, for example, that you want to be asked to be a keynote speaker in the future. Or perhaps just to become a confident leader and to be able to hold the interest of a large group throughout an extended presentation. You recognise that you'll need to develop your skills in public speaking.

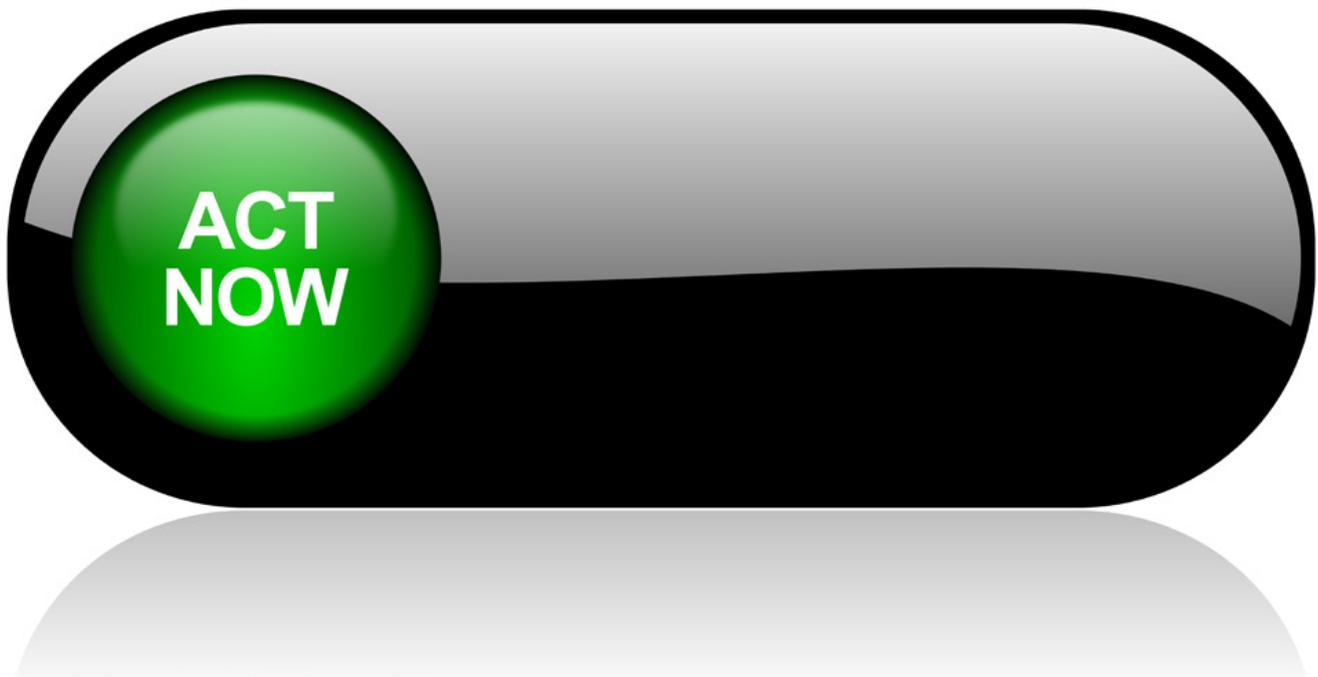
There are manageable ways to start – for example, you could join a Toastmasters club. The organisation was founded in 1924. It has over 300,000 members and more than 15,000 clubs in over 140 countries. And the fees are nominal. Membership has helped countless high achieving people to become more influential.

Clearly, it's challenging to add such activities to our busy lives. But it's empowering when we commit that effort and begin to experience its results. Moreover, it's not limited to the specific area/s in which we do this. Morale-building activities such as this tend to create a chain reaction, where a motivating experience in one area of life fosters the desire to engage in others as well.

You can begin at any time and in any area of your life. Even so, choose your actions with care, ensuring they build your morale as well as your marketability. For instance, if you're beyond the early twenties, courses to gain academic credentials may be a waste of time and money and end up harming your morale.

Why? It's because once we've been working long enough to be expected to have a range of achievements, employers tend to see those as the best way to assess our value and our skills. Consequently, they tend to lose interest in our formal qualifications.

Our careers are a means to the lives we want. A strategic approach requires a sensible level of overall planning, based on clarity about the life you want to lead. This must be followed by action. What's more, action requires the stimulus that only comes through honouring your feelings, not just your thoughts.



5

Reinforce Your Positive Beliefs Through Your Actions

The Power of Action

You'll need to act in the face of uncertainty. This can be particularly challenging if your day-to-day role is centered around analysis, for example. Or around carrying out a routine of step-by-step processes within a larger process over which you have no control.

Such career paths discourage stepping outside established boundaries. They also tend to embed the thinking that they require. Thus, they keep most people who are on them from being action-oriented in their own careers.

But you can change that. You can do it now. And since now is the only time we ever have, don't let yourself be tempted to put this off. Maybe you can't do it all this instant, but the things we have been discussing can be done in a very short period. And you can start immediately if you have even a few minutes available.

You can seek professional help if you find it necessary. But however you choose to approach it, avoid delay, as you would avoid an infectious disease.

It will be vital to embrace imperfection and to act in the face of uncertainty. You'll make mistakes, but you'll also learn that they're almost never as dangerous as inaction and over-analysis. Even as you recover from them, you can embrace the learning and growth they have to offer, and come to see them as more positive than negative.

Regarding action, know this: it's only through taking action that we become action oriented. And an action orientation is vital to high morale, confidence, influence and a fulfilled and satisfying life.

Don't put it off. Act. Now.

"I had never taken time out to set goals for WHO I want to be. Once I established this, I was able to chart an appropriate course for which has unfolded in the most amazing way since then."

RP

"I have secured a position I know I will enjoy and develop for a very long time. I was able to do this with the great self-confidence you and your course have instilled in me."

RH

"Any executive not using the process is missing out on the most powerful career transition tools available and will extend their transition unnecessarily and to their peril."

DW

"My experience stands as testament to the tremendous change of direction bringing success that can be achieved with the right help."

GY

"I'm convinced I was able to successfully secure a far better outcome on my salary and conditions of employment as a direct result of your help."

TO

"I can say with total conviction that working with you and undertaking the program changed my life, and for that I thank you most sincerely."

HD

Start working on your career now. Schedule a free preliminary discussion!

Your career is 'the goose that lays the golden eggs' and it will reward you abundantly if it's treated well. In monetary terms alone, our clients commonly achieve returns dwarfing those of other investment options. Yet even great financial returns fade beside the fulfilment of becoming the person we want to become.

To book a preliminary discussion visit RJACareers.as.me