

### Why not go after higher goals than you thought?

Even in a slow economy there are a lot more opportunities than most people think. New industries are emerging and many organizations are growing. Others are making plans to grow.



## 1 Make sure you have the right goals

### Position yourself properly for your next career move.

It may surprise you, but many people actually pursue the wrong job titles. However, if they understood their real transferable skills, they could be repositioned for different goals, and sometimes for much more advancement than they thought possible. Regardless of your most recent position, you need to think of yourself as “one of a kind” with diverse potentials.

We all have seen career fields change dramatically over a decade. Fields that once offered great opportunity have become financially confining with limited growth possibilities.

Does print advertising offer the same career possibilities as it did a decade ago? Does selling in the steel industry? Does being a doctor and a general practitioner? Career fields change at a much faster pace than most people realize.

Experience has proven that if you take a narrow view of yourself, you could be making a major mistake. For example, if you see yourself as a specialist (e.g., a banker), you may believe you are locked into a given career. On the other hand, you may feel you have few options because you are too much of a generalist.

More and more professionals are finding that they can have several direct careers over the course of a lifetime. Sometimes you can't see them and you stumble into them. Someone could be a radio sports broadcaster,

then become an actor, then a politician... and subsequently governor of a major state and president of the United States (Ronald Reagan). And, of course, we all know many other examples, many famous and millions not so famous, but successful at many levels.

It may be that you should consider positioning yourself for more than one possible goal at this time, and running what we refer to as a “dual campaign.”

For example, a logical step may be seeking a new job as a VP of Marketing. But you might also have accumulated knowledge and experience that would allow you to seek a position as a General Manager, or perhaps Chief Operating Officer, or even Chief Executive Officer in the right type of organization... in the right industry.

Or you may wish to run a search for a higher paying job as a sales producer, while also exploring situations to move into a sales management role.

Many people develop careers that are specialized, but eventually make the move into general management as just mentioned. This includes executives in finance, manufacturing, operations, technology and others.

One client of ours was a Director of HR who became a Vice President of HR, and then took a big jump to become Chief Administrative Officer for one of the largest consumer packaged goods firms in America. His responsibilities included overseeing all of the support functions... HR, legal, IT and IS, and so on... everything but manufacturing, marketing, finance and accounting.

A former professor and university president became head of one of New York’s largest museums in the world, something for which he had a passion.

Career shifts can occur at many levels. For example, a distribution specialist with UPS wanted to get into Human Resources and was successful in moving up at the same time he joined Merrill Lynch.

A project manager in the home building field saw his industry fall into decline. Faced with the prospect of declining income, he used his management skills to join Wal-Mart as an assistant store manager... with the prospect of becoming a store manager within 9 months.

So, as you review possible goals for yourself, you’ll want to consider your interests, passions and experiences across a broad range, as well as your transferable skills. It may be that you should create duplicate sets of impressive resumes... each positioning you for different possible goals.

Believe it or not, the federal government tells us that there are 22,000 job titles in use today. However, 95% of all professionals fall within one of several hundred high demand career specialties.

On the pages that follow you will find a list of the 400 most popular occupations... accounting for 95% of all employment in the United States. Sales is still the number one occupation, and it is estimated that 10% of all professional and executive positions are in this field.

So, try to decide on your right career goals. And, you’ll improve your chances by pursuing titles that *the market makes available in abundance*.

If you’re not sure of your goals, check any fields on the following pages that might be worth while exploring at this time.

## The 400 most popular occupations...

Where do you fit... and do any others interest you? Occupations below are listed generically... and do not necessarily refer to the level of job title you might seek... e.g., Marketing Director is listed. Your goal might be Marketing Manager, VP Marketing, Sr. VP Marketing or Chief Marketing Officer.

- |   |  |   |   |   |   |
|---|--|---|---|---|---|
| <input type="checkbox"/> Airline Pilot        | <input type="checkbox"/> Building Inspector    | <input type="checkbox"/> Construction Manager     | <input type="checkbox"/> Embassy Mgmt.          | <input type="checkbox"/> Groundskeeper        | <input type="checkbox"/> Logistics Manager      |
| <input type="checkbox"/> Academic Dean        | <input type="checkbox"/> Business Analyst      | <input type="checkbox"/> Consultant               | <input type="checkbox"/> Employment Agent       | <input type="checkbox"/> Haz. Waste Mgr.      | <input type="checkbox"/> Maintenance Mgr.       |
| <input type="checkbox"/> Accountant           | <input type="checkbox"/> Business Planner      | <input type="checkbox"/> Consumer Rel's Mgr.      | <input type="checkbox"/> Engineer Technician    | <input type="checkbox"/> Health Care Mgr.     | <input type="checkbox"/> Mgmt. Consult          |
| <input type="checkbox"/> Account Executive    | <input type="checkbox"/> Business Manager      | <input type="checkbox"/> Contract Admin'r         | <input type="checkbox"/> Entrepreneur           | <input type="checkbox"/> Health Therapist     | <input type="checkbox"/> Managed Care Dir.      |
| <input type="checkbox"/> Actor                | <input type="checkbox"/> Buyer                 | <input type="checkbox"/> Controls Director        | <input type="checkbox"/> Environ'l Analyst      | <input type="checkbox"/> Health Svc. Admin'r  | <input type="checkbox"/> Managing Partner       |
| <input type="checkbox"/> Actuary              | <input type="checkbox"/> Call Center Manager   | <input type="checkbox"/> Copyright Attorney       | <input type="checkbox"/> Environ'l Attorney     | <input type="checkbox"/> Hearing Officer      | <input type="checkbox"/> Manufacturing Dir.     |
| <input type="checkbox"/> Acquisition Analyst  | <input type="checkbox"/> Career Counselor      | <input type="checkbox"/> Copywriter               | <input type="checkbox"/> Environ'l Engineer     | <input type="checkbox"/> HMO Admin'r          | <input type="checkbox"/> Manpower Planner       |
| <input type="checkbox"/> Admin. Asst.         | <input type="checkbox"/> Cash Manager          | <input type="checkbox"/> Corporate Planner        | <input type="checkbox"/> Environ'l Specialist   | <input type="checkbox"/> Home Economist       | <input type="checkbox"/> Marine Biologist       |
| <input type="checkbox"/> Admin. Analyst       | <input type="checkbox"/> Ceramic Eng'r         | <input type="checkbox"/> Corrections Officer      | <input type="checkbox"/> Escrow Officer         | <input type="checkbox"/> Horticulturist       | <input type="checkbox"/> Market Res. Analyst    |
| <input type="checkbox"/> Administrator        | <input type="checkbox"/> CEO / COO / CAO       | <input type="checkbox"/> Cosmetologist            | <input type="checkbox"/> Estimator              | <input type="checkbox"/> Hospital Admin'r     | <input type="checkbox"/> Marketing Director     |
| <input type="checkbox"/> Advertising Dir.     | <input type="checkbox"/> Chef                  | <input type="checkbox"/> Credit Analyst           | <input type="checkbox"/> Executive Assistant    | <input type="checkbox"/> Hotel Manager        | <input type="checkbox"/> Materials Manager      |
| <input type="checkbox"/> Aerospace Eng'r      | <input type="checkbox"/> Chemical Dept. Spec.  | <input type="checkbox"/> Cruise Director          | <input type="checkbox"/> Executive Director     | <input type="checkbox"/> HR Manager           | <input type="checkbox"/> Mathematician          |
| <input type="checkbox"/> Agent                | <input type="checkbox"/> Chemical Engineer     | <input type="checkbox"/> CTO / CIO                | <input type="checkbox"/> Executive Recruiter    | <input type="checkbox"/> Importer             | <input type="checkbox"/> Membership Chairman    |
| <input type="checkbox"/> Agricult'l Inspector | <input type="checkbox"/> Chemist               | <input type="checkbox"/> Customer Service Mgr.    | <input type="checkbox"/> Facilities Manager     | <input type="checkbox"/> Industrial Designer  | <input type="checkbox"/> Mechanic               |
| <input type="checkbox"/> Agricult'l Scientist | <input type="checkbox"/> Child Care Manager    | <input type="checkbox"/> Cryptologist             | <input type="checkbox"/> Family Counselor       | <input type="checkbox"/> Industrial Engineer  | <input type="checkbox"/> Mechanical Engineer    |
| <input type="checkbox"/> Air Traffic Contr'r  | <input type="checkbox"/> Chief Med'l Officer   | <input type="checkbox"/> Dancer                   | <input type="checkbox"/> Fashion Events Mgr.    | <input type="checkbox"/> Information Director | <input type="checkbox"/> Media Buyer            |
| <input type="checkbox"/> Animal Trainer       | <input type="checkbox"/> Chiropractor          | <input type="checkbox"/> Data Security Manager    | <input type="checkbox"/> Fashion Merchandiser   | <input type="checkbox"/> Inside Sales         | <input type="checkbox"/> Medical Investor       |
| <input type="checkbox"/> Anthropologist       | <input type="checkbox"/> Cinematographer       | <input type="checkbox"/> Database Manager         | <input type="checkbox"/> Fast Food Manager      | <input type="checkbox"/> Insurance Adjuster   | <input type="checkbox"/> Medical Secretary      |
| <input type="checkbox"/> Appraiser            | <input type="checkbox"/> City Housing Manager  | <input type="checkbox"/> Day Care Instructor      | <input type="checkbox"/> Film Producer          | <input type="checkbox"/> Interior Decorator   | <input type="checkbox"/> Medical Technician     |
| <input type="checkbox"/> Architect            | <input type="checkbox"/> City Manager          | <input type="checkbox"/> Dentist                  | <input type="checkbox"/> Film Production Asst.  | <input type="checkbox"/> International Acct.  | <input type="checkbox"/> Mental Health Couns'r  |
| <input type="checkbox"/> Art Director         | <input type="checkbox"/> Civil Engineer        | <input type="checkbox"/> Designer                 | <input type="checkbox"/> Financial Analyst      | <input type="checkbox"/> Intern'l Courier     | <input type="checkbox"/> Merchandiser           |
| <input type="checkbox"/> Artist               | <input type="checkbox"/> Claims Manager        | <input type="checkbox"/> Design Engineer          | <input type="checkbox"/> Financial Planner      | <input type="checkbox"/> Intern'l Lawyer      | <input type="checkbox"/> Metallographic Tech'n  |
| <input type="checkbox"/> Astronomer           | <input type="checkbox"/> Clinical Rsch. Asst.  | <input type="checkbox"/> Desktop Publisher        | <input type="checkbox"/> Financier              | <input type="checkbox"/> Interpreter          | <input type="checkbox"/> Metallurgical Eng'r    |
| <input type="checkbox"/> Athletic Coach       | <input type="checkbox"/> Collections Manager   | <input type="checkbox"/> Developer                | <input type="checkbox"/> Fine Artist            | <input type="checkbox"/> Investigator         | <input type="checkbox"/> Meteorologist          |
| <input type="checkbox"/> Auditor              | <input type="checkbox"/> Compliance Manager    | <input type="checkbox"/> Development Officer      | <input type="checkbox"/> Fish / Wildlife Spec't | <input type="checkbox"/> Investment Banker    | <input type="checkbox"/> Microbiologist         |
| <input type="checkbox"/> Author               | <input type="checkbox"/> Comptroller           | <input type="checkbox"/> Diamond Merchant         | <input type="checkbox"/> Fitness Consultant     | <input type="checkbox"/> Investment Manager   | <input type="checkbox"/> MIS Manager            |
| <input type="checkbox"/> Baker                | <input type="checkbox"/> Computer Manager      | <input type="checkbox"/> Dietitian                | <input type="checkbox"/> Flight Attendant       | <input type="checkbox"/> IT Architect         | <input type="checkbox"/> Motion Picture Dir.    |
| <input type="checkbox"/> Banker               | <input type="checkbox"/> Commercial Artist     | <input type="checkbox"/> Direct Marketer          | <input type="checkbox"/> Flight Engineer        | <input type="checkbox"/> IT Project Manager   | <input type="checkbox"/> Motivational Speaker   |
| <input type="checkbox"/> Bankruptcy Attor'y   | <input type="checkbox"/> Commun. Affairs Dir.  | <input type="checkbox"/> Director                 | <input type="checkbox"/> Floral Designer        | <input type="checkbox"/> IT Systems Analyst   | <input type="checkbox"/> Multimedia Director    |
| <input type="checkbox"/> Benefits Manager     | <input type="checkbox"/> Communications Dir.   | <input type="checkbox"/> Distribution Manager     | <input type="checkbox"/> Food & Beverage Dir.   | <input type="checkbox"/> Jeweler              | <input type="checkbox"/> Musician               |
| <input type="checkbox"/> Biologist            | <input type="checkbox"/> Communications Eng'r  | <input type="checkbox"/> Diversity Manager        | <input type="checkbox"/> Food Service Manager   | <input type="checkbox"/> Joint Venture Mgr.   | <input type="checkbox"/> Network Adminis'r      |
| <input type="checkbox"/> Bio-feedback Spec.   | <input type="checkbox"/> Compensation Analyst  | <input type="checkbox"/> Economist                | <input type="checkbox"/> Forestry Technician    | <input type="checkbox"/> Journalist           | <input type="checkbox"/> Network Specialist     |
| <input type="checkbox"/> Biomedical Eng'r     | <input type="checkbox"/> Computer Programmer   | <input type="checkbox"/> EEO Compliance Mgr.      | <input type="checkbox"/> Franchise Manager      | <input type="checkbox"/> Labor Negotiator     | <input type="checkbox"/> Network Operator       |
| <input type="checkbox"/> Biotechnical Resch'r | <input type="checkbox"/> Computer Ops. Mgr.    | <input type="checkbox"/> Editor                   | <input type="checkbox"/> Franchise Sales        | <input type="checkbox"/> Labor Organizer      | <input type="checkbox"/> New Product Mgr.       |
| <input type="checkbox"/> Broadcaster          | <input type="checkbox"/> Computer Engineer     | <input type="checkbox"/> Education Admin'r        | <input type="checkbox"/> Fraud Investigator     | <input type="checkbox"/> Labor Relations Mgr. | <input type="checkbox"/> Novelist               |
| <input type="checkbox"/> Broker               | <input type="checkbox"/> Computer Operator     | <input type="checkbox"/> Electrical Engineer      | <input type="checkbox"/> Freelance Writer       | <input type="checkbox"/> Lab Services Dir.    | <input type="checkbox"/> Nuclear Engineer       |
| <input type="checkbox"/> Building Manager     | <input type="checkbox"/> Computer Grap Spec.   | <input type="checkbox"/> Electro Optical Engineer | <input type="checkbox"/> Fundraiser             | <input type="checkbox"/> Lab Technician       | <input type="checkbox"/> Nuclear Specialist     |
| <input type="checkbox"/> Building Contractor  | <input type="checkbox"/> Construction Engineer | <input type="checkbox"/> Electronics Engineer     | <input type="checkbox"/> Funeral Director       | <input type="checkbox"/> Land Developer       | <input type="checkbox"/> Nutritionist           |
|   |  |   | <input type="checkbox"/> General Manager        | <input type="checkbox"/> Landscape Architect  | <input type="checkbox"/> Nursing Adminis'r      |
|   |  |   | <input type="checkbox"/> Geologist              | <input type="checkbox"/> Law Enfor't Officer  | <input type="checkbox"/> Occup. Therapist       |
|   |  |   | <input type="checkbox"/> General Counsel        | <input type="checkbox"/> Lawyer               | <input type="checkbox"/> Oceanographer          |
|   |  |   | <input type="checkbox"/> Geriatric Specialist   | <input type="checkbox"/> Leasing Manager      | <input type="checkbox"/> Office Manager         |
|   |  |   | <input type="checkbox"/> Gerontologist          | <input type="checkbox"/> Legal Secretary      | <input type="checkbox"/> Operations Manager     |
|   |  |   | <input type="checkbox"/> Glamour Photog'r       | <input type="checkbox"/> Library Manager      | <input type="checkbox"/> Operations Rsch. Dir.  |
|   |  |   | <input type="checkbox"/> Golf Club Manager      | <input type="checkbox"/> Litigation Attorney  | <input type="checkbox"/> Optical Technician     |
|   |  |   | <input type="checkbox"/> Gourmet Chef           | <input type="checkbox"/> Loan Officer         | <input type="checkbox"/> Optometrist            |
|   |  |   | <input type="checkbox"/> Graphic Designer       | <input type="checkbox"/> Lobbyist             | <input type="checkbox"/> Organiz'l Devel't Mgr. |

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Outplacement Spec't    | <input type="checkbox"/> Rabbi / Min'r / Priest  | <input type="checkbox"/> Speech Pathologist      |
| <input type="checkbox"/> Paralegal              | <input type="checkbox"/> Radio / TV Announcer    | <input type="checkbox"/> Speech Writer           |
| <input type="checkbox"/> Park Ranger            | <input type="checkbox"/> Radiologic Tech'n       | <input type="checkbox"/> Sports Event Mgr.       |
| <input type="checkbox"/> Patent Attorney        | <input type="checkbox"/> Radiology Manager       | <input type="checkbox"/> Statistician            |
| <input type="checkbox"/> Payroll Specialist     | <input type="checkbox"/> Railroad Engineer       | <input type="checkbox"/> Store Manager           |
| <input type="checkbox"/> Personnel Specialist   | <input type="checkbox"/> Real Estate Broker      | <input type="checkbox"/> Strategic Alliance Dir. |
| <input type="checkbox"/> Petroleum Engineer     | <input type="checkbox"/> Recreational Director   | <input type="checkbox"/> Strategic Plan'g Dir.   |
| <input type="checkbox"/> Pharmacist             | <input type="checkbox"/> Recruiter               | <input type="checkbox"/> Stress Reduc'n Spec't   |
| <input type="checkbox"/> Photographer           | <input type="checkbox"/> Redevelopment Spec't    | <input type="checkbox"/> Stockbroker             |
| <input type="checkbox"/> Physical Therapist     | <input type="checkbox"/> Regulatory Affairs Mgr. | <input type="checkbox"/> Surveyor                |
| <input type="checkbox"/> Physician              | <input type="checkbox"/> Registered Nurse        | <input type="checkbox"/> Structural Engineer     |
| <input type="checkbox"/> Physician Assistant    | <input type="checkbox"/> Rehab. Counselor        | <input type="checkbox"/> Superintendent          |
| <input type="checkbox"/> Physicist              | <input type="checkbox"/> Relocation Manager      | <input type="checkbox"/> Supply Chain Dir.       |
| <input type="checkbox"/> Planning Director      | <input type="checkbox"/> Reporter                | <input type="checkbox"/> System Engineer         |
| <input type="checkbox"/> Podiatrist             | <input type="checkbox"/> R & D Manager           | <input type="checkbox"/> Systems Analyst         |
| <input type="checkbox"/> Political Analyst      | <input type="checkbox"/> Research Specialist     | <input type="checkbox"/> Systems Programmer      |
| <input type="checkbox"/> Political Scientist    | <input type="checkbox"/> Restaurant Manager      | <input type="checkbox"/> System Administrator    |
| <input type="checkbox"/> Politician             | <input type="checkbox"/> Retail Store Manager    | <input type="checkbox"/> Tax Specialist          |
| <input type="checkbox"/> Portfolio Manager      | <input type="checkbox"/> Risk Analyst            | <input type="checkbox"/> Teacher                 |
| <input type="checkbox"/> Preschool Mgmt.        | <input type="checkbox"/> Safety Engineer         | <input type="checkbox"/> Tech. Support Spec't    |
| <input type="checkbox"/> Preschool Teacher      | <input type="checkbox"/> Sales Engineer          | <input type="checkbox"/> Technical Illustrator   |
| <input type="checkbox"/> Principal              | <input type="checkbox"/> Sales Trainer           | <input type="checkbox"/> Technical Writer        |
| <input type="checkbox"/> Private Banker         | <input type="checkbox"/> Sales Promotion Mgr.    | <input type="checkbox"/> Technology Director     |
| <input type="checkbox"/> Private Investigator   | <input type="checkbox"/> Sales Representative    | <input type="checkbox"/> Telecom Analyst         |
| <input type="checkbox"/> Probation Officer      | <input type="checkbox"/> Sales Manager           | <input type="checkbox"/> Telesales               |
| <input type="checkbox"/> Process Engineer       | <input type="checkbox"/> Service Manager         | <input type="checkbox"/> Theatrical Director     |
| <input type="checkbox"/> Producer               | <input type="checkbox"/> Sanitation Engineer     | <input type="checkbox"/> Title Examiner          |
| <input type="checkbox"/> Product Manager        | <input type="checkbox"/> Scientific Programmer   | <input type="checkbox"/> Tour Escort             |
| <input type="checkbox"/> Product Engineer       | <input type="checkbox"/> Scientific Writer       | <input type="checkbox"/> Tour Guide Director     |
| <input type="checkbox"/> Production Engineer    | <input type="checkbox"/> Securities Analyst      | <input type="checkbox"/> Traffic Manager         |
| <input type="checkbox"/> Production Planner     | <input type="checkbox"/> Security Consultant     | <input type="checkbox"/> Trainer Translator      |
| <input type="checkbox"/> Professional Athlete   | <input type="checkbox"/> Security Director       | <input type="checkbox"/> Transportation Mgr.     |
| <input type="checkbox"/> Professional Coach     | <input type="checkbox"/> Seminar Presenter       | <input type="checkbox"/> Travel Agent            |
| <input type="checkbox"/> Professor              | <input type="checkbox"/> Ship's Officer          | <input type="checkbox"/> Treasurer               |
| <input type="checkbox"/> Project Engineer       | <input type="checkbox"/> Singer                  | <input type="checkbox"/> Tree Surgeon            |
| <input type="checkbox"/> Project Manager        | <input type="checkbox"/> Social Director         | <input type="checkbox"/> TV Programmer           |
| <input type="checkbox"/> Program Manager        | <input type="checkbox"/> Social Prog'm Planner   | <input type="checkbox"/> Underwriter             |
| <input type="checkbox"/> Property Manager       | <input type="checkbox"/> Social Research         | <input type="checkbox"/> Union Representative    |
| <input type="checkbox"/> Public Admin'r         | <input type="checkbox"/> Social Scientist        | <input type="checkbox"/> Univ. Administrator     |
| <input type="checkbox"/> Public Safety Dir.     | <input type="checkbox"/> Social Worker           | <input type="checkbox"/> University Dean         |
| <input type="checkbox"/> PR Specialist          | <input type="checkbox"/> Sociologist             | <input type="checkbox"/> Urban Planner           |
| <input type="checkbox"/> Publisher              | <input type="checkbox"/> Software Developer      | <input type="checkbox"/> Vendor Rel's Director   |
| <input type="checkbox"/> Purchasing Agent       | <input type="checkbox"/> Software Engineer       | <input type="checkbox"/> Veterinarian            |
| <input type="checkbox"/> Publishing Director    | <input type="checkbox"/> Soil Scientist          | <input type="checkbox"/> Viticulturist           |
| <input type="checkbox"/> Quality Assur'e Spec't | <input type="checkbox"/> Special Events Mgr.     | <input type="checkbox"/> Warehouse Manager       |
| <input type="checkbox"/> Quality Con'l Eng'r    | <input type="checkbox"/> Special Educ. Teacher   | <input type="checkbox"/> Weapons Expert          |
| <input type="checkbox"/> Quality Con'l Insp'r   | <input type="checkbox"/> Special Projects Dir.   | <input type="checkbox"/> Webmaster               |

Here are the most common major career changes that executives make

### 95% of the executives who make a major change select one of these options

- They buy a franchise or license.
- They start a new venture.
- They form a partnership.
- They invest, buy and sell.
- They purchase an existing company over time.
- They become writers... or authors.
- They buy a small firm outright.
- They become independent consultants.
- They join an existing consulting firm.
- They manage a nonprofit.
- They work in education.
- They serve on multiple boards as directors.
- They work as sales producers.
- They engage in charitable work.
- They lecture.
- They intern to learn a new field.
- They return to an earlier activity.
- They turn an avocation into a vocation.

### Let's briefly review the 5 most popular

#### 1. Do you want to be a consultant?

The field has seen tremendous growth. If you decide to become a practicing consultant, your perceived professionalism will be very important. Thousands of people begin thriving consulting practices each year. Recognize that you will need some form of specialty if you are to get off to a fast start. For those attracted to consulting, remember, the knowledge you have to offer must somehow

be sold. Success rests squarely on your ability to attract and keep clients. And, the biggest reason for failure is that people don't foresee the business development effort required.

If selling is not your suit, but you feel you have a great deal to offer, you will have to attract one or more partners or employees who will sell your services.

Some of the most popular consulting specialties include finance, marketing, new product development, IT and systems, executive search and outplacement, cost reduction, and public relations. There is also good activity in labor relations, engineering, design, and other technical disciplines.

If you would rather join an existing firm, there are thousands of organizations that can benefit from adding new talent. It is an easier way to get started than striking out on your own.

Regardless of the type of consulting you choose, remember that the special knowledge that makes a consultant valuable today may be obsolete in a few years. So you'll need to keep current. If you enjoy variety and intellectual challenge, consulting could be your right move.

## 2. Could you work as a producer?

Producers bring in business. Some examples include recruiters, financial planners, stockbrokers, real estate brokers and outplacement specialists. If you have contacts and need a shift, this role can be attractive. There are opportunities for producers in every discipline. The key is to focus on something you can do well, and that you enjoy doing.

## 3. Can you make an investment in some form of ownership?

Some executives have capital and look to find an opportunity where their efforts and capital can be joined to offer them entrepreneurial rewards.

Perhaps you have some ideas about improving a product or product line that is already being marketed. Or, you may be able to put together financing for a firm's needs. Your ability to raise capital from VCs, private investors or even friends could be critical.

These situations are most appealing when your skills complement those who are in a business with promising potential. What's more, you can pick businesses that offer you the degree of involvement that you prefer. For example, opportunities that require limited involvement might include businesses with multiple units of car washes, laundromats, theaters, apartments, and parking lots.

Small chains of specialty stores can also be candidates... e.g., pet shops, nurseries, sporting goods stores and marinas, and product lines such as computers, men's clothing, or gourmet foods and wines. Other possibilities include small restaurants and inns, printing services, and small manufacturing plants.

Many existing businesses have good potential but need talent and capital to get to the next level. Associating with existing businesses in real estate may also be suitable despite current economic conditions... e.g., a company seeking to capitalize on vacant land, small commercial buildings, single or multiple family residences, abandoned factories and government repossessions. Employee-investors have earned millions, but the risks can be high.

It's not unusual for people to have several different careers over the course of their work history.



#### 4. Are you interested in managing a nonprofit or working in education?

Surprising to some, there are more than 20,000 trade organizations, and some are exceptionally well funded. Most trade associations are run like businesses and have similar needs.

In many respects, education is like any other service business. People must be recruited and trained, and facilities must be operated efficiently. Information systems and data processing are needed; funds must be raised and public relations must be maintained.

Those with corporate experience will find they are of particular value in the graduate schools of business. In fact, a number of universities have former corporate officers as professors, administrators, heads of development and fundraising, and deans of their business schools.

Here, an advanced degree is usually a prerequisite. Those who favor teaching or lecturing may still gravitate to management.

#### 5. What about being on a few boards?

Many executives who can bring prestige and experience to smaller corporations become sought after for directorships. However, it usually takes some planning. When you have served on one board, you will likely be invited to join others.

That is particularly true if you have experience that is apparent to nominating committees. In fact, directorships on just three or four corporations, along with committee work, can often provide adequate income and challenge.

Some stock exchanges can direct you to clearing-house services for executives interested in directorships. It is also possible to run a campaign aimed at existing directors, investment bankers, lawyers, and CEOs by discreetly inquiring whether your services might be valuable to one or more of the companies with which they are associated.

Obviously, this avenue is most feasible for executives with strong reputations. However, even if this is not the case, it is possible to develop opportunities. Think carefully about what you have to offer that would set you apart.

If you are known as an executive who can increase productivity or cut costs, or if you have proven talents in securing financing, making acquisitions, or entering new markets, then it will be easy for many board members and CEOs to envision your contributions.

These openings are usually coordinated by the corporate secretary, who may be a good contact. Because directorships now carry more exposure to liability, corporations no longer expect directors to serve for just a nominal sum or without proper insurance.

Board memberships offer executives a chance to contribute and have interesting involvements on a part-time basis.



### How important are the right goals? There is no substitute for a job you really enjoy.

There is no question that millions of men and women are settling for jobs or careers that they no longer enjoy. Nevertheless, having the right job can affect your feelings, your family, your energy and even your whole outlook on life.

Do people recognize this? Of course they do. But, when it comes to jobs and careers, most people play it safe. They tend to underestimate themselves and therefore remain in jobs that offer little future.

Worse yet, many are in positions that are dull, routine and less than challenging. These people have stopped growing. They are not giving themselves a chance.

Why? Well, it's easier to stay with what is familiar rather than risk the unknown. It is also hard to overcome inertia and take that first step. However, one of the great lessons about jobs and careers is that every person has a reservoir of talents and skills that are untapped. What's more, this unused potential has been proven to exist at virtually all ages.

Interestingly, 77% of all employed professionals say that during the last year they have thought about finding a new job. Yet, most didn't really have the confidence that they could make a good move and never entered the job market.

Why do people finally try and make a move? Here are the results from a survey of more than 4,000 employed but active job seekers, people who were looking for administrative, managerial, professional or executive jobs in 2009. All had attended college. They were free to check any of the items on the next page.

Why employed professionals think about changing jobs	Men (%)	Women (%)
Enjoy my job but wish to try something else	22	22
Blocked / need higher income*	21	39
Bored / unchallenged	19	21
Not enough enjoyment	15	17
In wrong field / industry*	15	4
Not enough responsibility	14	12
In danger of losing job	9	9
Company / industry contracting	9	9
Feel burned out	8	9
Bad political environment	8	6
Not enough independence	7	7
High pressure*	7	1
Low ego satisfaction	5	4
Not on fast track	4	6
Position was changed	4	4
Not getting along with boss	3	3
Passed over / lost out	3	3
Not in mainstream of communications*	2	11

\*Factors on which there was a significant difference. This survey was composed of equal numbers of men and women. People who were seeking to relocate were not included.


*"Procrastination is the thief of time."*

—Edward Young

# Think carefully about changing your life by going for the right goals... and finding your passion!

*“Are you bored or unfulfilled with life? Then throw yourself into some work you believe in with all your heart, live for it, die for it, and you will find happiness that you had thought could never be yours.”*  
—Dale Carnegie  
(How to Win Friends and Influence People, 1936)

*“If you have to support yourself, you had bloody well better find some way that is going to be interesting.”*  
— Kathryn Hepburn



**#1 RECAP**

Position yourself properly with the right goals

Surprising as it may seem, many people pursue goals that are far beneath what they really could achieve.

Before you enter the market, you want to decide on goals that are in demand and that fit with the short and long term future you envision. Never limit your view of yourself!

## Quick action steps for goal setting

For our clients, we combine the use of online profiles with personal discussions to surface each person’s experiences, accomplishments and formal credentials. On your own, you can use our free profiles to surface everything that’s marketable about you.