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Topic of this program: Perpetual Career Management

Session One:

The Concept of “Perpetual Career Management”

Hello, my name is Ford Myers, and I am one of the top career consultants, speakers and authors in the U.S. I want to welcome you to my audio series, “Perpetual Career Management.”

Let me start-out by explaining how and why this program was developed. As a professional career consultant, I have worked with literally thousands of executives who are in transition – helping them move from where they are in their careers to where they want to be! I have worked in a senior consulting capacity with three of the nation’s largest career consulting companies, and I have also been President of my own career consulting firm. And, perhaps most importantly, I am myself a career changer – having shifted from a successful career in the marketing communications industry into the field of career consulting almost 15 years ago.

With all this background in career consulting, as well as my personal experience changing careers, I have learned a great deal about every facet of careers. What I want you to know is that I have discovered the “secret” that determines who will be successful, and who will not! I realize that’s a pretty bold claim, but in this audio program, I intend to prove it’s true. What I am going to share with you may at first seem simplistic or “just too obvious.” After

you listen for a while, you may say to yourself, “You mean that’s it? *That’s* the secret of becoming successful in my career!?” The short answer is, “Yes, that’s it.” But as is true with so many things, the magic is not in just knowing the secret, but in the consistent, effective *application* of the concept. What is this concept? It’s called “Perpetual Career Management.” Those who adopt and practice the ideas outlined in this audio series will dramatically enhance their own career success; and those who are not aware of these concepts or choose to ignore them will, unfortunately, never achieve anything close to their career potential.

At this point, I would like to ask you a few questions:

1. Are you putting all your time and energy into “doing your job,” as opposed to “managing your career?” And ...
2. Who’s managing your career? You? Your boss? Or ... no one?

It’s no surprise that people who are in career transition focus a lot of their time and energy on updating their resume, networking, brushing-up their interviewing skills, collecting accomplishment stories, etc. They know they need to be prepared; to “be at the top of their game” if they hope to land another good position.

But what about those of us who are currently working – in jobs that may even seem quite stable? If you’re like most people, these activities get little or no attention – that is, until you get laid-off, fired, or simply become unhappy enough to make a proactive change. It’s human nature to become “career

complacent” when you have steady work, focusing all your energy on “just doing a good job!” But in today’s work world, this approach just “won’t cut it.” Not any more. The workplace is too unpredictable and jobs are too readily changed or eliminated.

Here’s a real-life example. A few years ago, I had a client who was in a senior-level sales and marketing position at a large manufacturing company. He had everything going for him with the employer – he was a member of the senior management team, he had been with the firm for 13 years, and he was

consistently praised for his hard work and professionalism. Needless to say, he felt very comfortable and secure in his position. He never saw what was about to happen. Due to business setbacks and an eventual acquisition of the company, my client was suddenly let go early one crisp November morning. An hour later, he found himself sitting in his car in the parking lot – asking himself over and over, “But how could this happen? I did such a good job for them!” And worst of all, my client was totally unprepared! He had none of the tools necessary to find another appropriate position within a reasonable period of time. So naturally, he felt betrayed and scared. He later told me that toughest part was feeling completely helpless.

What does this mean for you? It means that you should consider adopting a different approach, the “Perpetual Career Management” approach – not only to avoid feeling helpless, but to truly take charge of your career once and for all.

And please – don't think that this can't happen to you! The fact is that in today's Corporate America, the average tenure of any executive job is only 3.2 years – and this timeframe is only going to get shorter. So, instead of being focused completely on your job, you should be focused on managing your career – at all times, regardless of your work circumstances! That's the key that will help you to chop months off your next job search, significantly boost your salary, get promoted faster, and never worry again about job security or layoffs!

Tomorrow, I will introduce you to two of the most important steps you can take to reach your full career potential and achieve the professional success you've always wanted!