

Topic of this program: Perpetual Career Management

Session Two:

Success Documents and Scheduled Networking

Hello! This is Ford Myers again, welcoming you back to Career Success Audio and our program entitled, Perpetual Career Management.

In the first part of this course, I introduced the idea of “Perpetual Career Management.” The basis of this concept is that most people focus far too much on “just doing their job,” when what they should be doing is “managing their career” – part of which, of course, involves doing a good job in whatever position you happen to hold! So, how does one become a “Perpetual Career Manager?” What are some of the things that successful “Career Managers” do? Actually, there are 10 critical components to career management – activities that should be carried out consistently regardless of your career situation! In this session, I’ll be presenting the first two important activities that are essential to managing your career effectively:

1. Keep all your success documents up to date – this includes your résumé, reference list, letters of recommendation, accomplishment stories, etc. By keeping these documents in a special success file that is always being updated, you will be ready to leverage them at any point of transition, such as employee reviews, new promotions, or job changes, whether these events are planned or unplanned!

2. Put time aside every week for active networking to maintain established relationships and develop new ones – both inside and outside the company where you work. You should always be positioned to call upon your professional and personal contacts when the need arises. So, adopt the discipline of blocking-out time on your calendar specifically for networking activities – every week, every month, and every year, for the duration of your career!

I'll never forget a story I heard when I was facilitating a "job search team" meeting several years ago. We had about 15 people in the conference room. After I conducted a brief presentation on the importance of professional networking, one of the participants asked if she could share a personal story. She said that she had just been laid-off from her employer of almost 25 years! She had started at the company as an entry-level Customer Support Representative. One that same day, all those years ago, another individual started at the company in the same job. They discovered that they were just about the same age, and that their backgrounds were almost identical, in terms of education, interests, family history, and so on. They worked well together and had a pleasant working relationship for about two years, when this man was transferred to another department, and at a higher level, within the company. She didn't see him much after that, but she did occasionally hear about how well he was doing with the firm. Time passed, until eventually she was laid off and wound-up at our office in need of career help. "By the way," she said, "that man who started at the company with me became, and is still, the President of that company!" On the other hand, when my client was let go, she held the same position for which she was first hired nearly 25 years

ago. When I asked her to tell the group why she thought she had remained at the same level, while her colleague had moved-up to claim the Presidency of their company, she said, without hesitation, “Oh that’s an easy one. He was always a master networker and savvy self-marketer. Me? I was just doing my job.”

This story proves, without any doubt, how important it is to keep networking throughout your career – and to maintain and continually update your success file so that you can “promote yourself” to greater levels of responsibility at the company!

Here’s what you can do to start leveraging success strategies number one and two:

- Start your own “success file” by gathering all your old letters of commendation, positive employee reviews, testimonial notes from satisfied clients, special awards or certificates, and so forth. Keep adding to this file for the rest of your career, and you’ll always have plenty of “Accomplishment Stories” to share.
- Re-work your schedule book or PDA, to include time that is specifically designated for networking. Follow-through on this commitment consistently, and make it a part of every week and every month of the year. Start next week!

In the next session, I will reveal to you two more critical aspects of Perpetual Career Management – with some additional tools and techniques to gain the recognition you deserve and become known as THE expert in your field!