

Topic of this program: Perpetual Career Management

Session Three:

Organization Leadership and Building Visibility

Welcome back to Career Success Audio. My name is Ford Myers, and this is session number three of our program that teaches you the theory and application of a unique concept called “Perpetual Career Management.”

In session two, I stated that there are 10 vital activities that are essential for Perpetual Career Management – and we reviewed the first two. These included, number one, “Keeping all your success documents up to date;” and, number two, “Putting time aside every week for active networking!” In today’s session, I’m going to introduce two additional activities that successful Perpetual Career Managers must continually engage in.

3. Join and take leadership roles in appropriate associations and trade organizations. This will boost your visibility and enhance your credibility in your industry. So, don’t just join organizations and then sit passively in the back of the room at meetings. Get involved and get known! This is also a great opportunity to take on professional responsibilities and stretch your capabilities into areas that your employer might not allow you to do yet on the job.

4. Write articles or do presentations focused on your area of expertise in any venue – clubs, conferences, publications, etc. This type of exposure demonstrates your level of “trade skill” and experience, and it also enhances your credibility. When you’re at the podium making a presentation, people will take notice! And as for publishing articles – when people in your field (including hiring managers) see your name in print, you will be instantly elevated to the level of “expert” in their minds!

For example, I am now working with a client who is the Chief Financial Officer of a mid-sized pharmaceutical company. He’s a fairly introverted fellow who is not particularly comfortable being in the spotlight. On the other hand, he is very ambitious in his career and he has specific goals, which he is firmly committed to achieving. Starting slowly at first, we developed a plan whereby he would gradually add career-related activities to his monthly calendar. Within just a few months, he was serving on several association committees. Shortly after that, he became the Chair of a high-visibility “special interest group.” This led to his publishing a few articles in the organization’s newsletter. One of his pieces was “picked-up” by a national business magazine, which also featured his photograph and biography paragraph. Other articles soon followed, and his “expert status” in his field continued to grow. Before the year was out, my client had published 8 articles in national publications, had been a guest on 4 radio talk shows, and had made 11 presentations at various industry meetings!

Needless to say, this client is now viewed very differently by his colleagues at work. New opportunities are being offered to him for media appearances every month, both from within and from outside his company. He has even

been contacted by recruiters for other jobs at competing companies. This makes my client very happy – and it makes my client's employer very nervous! Most importantly, my client now feels so much better about himself and his career – he is more confident, empowered and secure – exactly the feelings that Perpetual Career Managers usually enjoy. Now, imagine for a moment that his company gets acquired tomorrow. He's a sought-after industry expert who will have a broad array of career choices for his next move – and it's even likely that the new company would actively fight to keep someone of his stature and credibility! No matter what happens to his JOB, he's effectively made his CAREER bullet-proof.

Here's what you can do to start leveraging success strategies number three and four:

- Do some research and ask trusted colleagues, to find-out what the best organizations and associations would be for you to join. Choose the top two or three, and get involved! Volunteer, take on leadership roles, get visible within the group and establish a real presence for yourself.
- Find-out what the top publications are in your field. Research the main professional conferences in your industry. Then, contact the appropriate people and propose topics on which you would like to write or speak. You'll be surprised how many times your presentations and articles will be accepted!

Next time, we'll discuss two more critical behaviors you must adopt to ensure your long-term career success -- including how to leverage your greatest career asset for maximum success, and how to always beat the competition at their own game!