

GREAT WORK GREAT CAREER

How to Create Your Ultimate Job and Make an Extraordinary Contribution

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MAIN IDEA

Now is the perfect time to be creating a great career for yourself – even if you’re currently unemployed.

As the economy moves from the Industrial Era into the Knowledge Era, everything is in a state of flux. That means it’s no longer true the only way to succeed is by climbing the corporate ladder with a lifetime employer. Instead, there are no limits to what you can do and how you can shape and mold your own career. It’s now easier than ever before to use your initiative to put together a great career for yourself – something you look back on with pride because it involved doing great work.

To create a great career:

- Understand how to define and then build what you personally would term a “great career”.
- Know the answers to two questions: “What will be my contribution to the world?” and “How will I deliver or make that contribution?”
- Learn how to master the mechanics of the job search process so you maximize your opportunities.

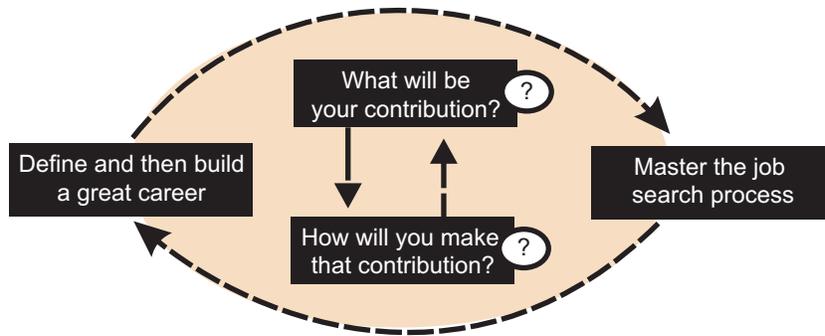
Define and then build a great career Page 2

There are loads of different ways you can define what is your “perfect career” but when you get right down to it, the perfect career for you will probably be one in which you get to do three key things:



Master the job search process Pages 7 - 8

Too many people approach searching for a job with a “one-size-fits-all” approach. If you aspire to get the right job, you’ve got to be smarter than that. You need to get three elements right:



What will be your contribution? Pages 3- 4

You have to sit down and develop a written Contribution Statement – a statement which sums up what you have to offer to the challenges which energize you the most. Developing a Contribution Statement will involve three elements:



How will you make that contribution? Pages 5 - 6

Once you’ve developed your Contribution Statement, your focus then moves to how you’ll position yourself in a job where you can actually make that contribution. This will be a matter of overcoming the barriers and then becoming a solution to a critical problem for your employer. Three elements are involved:



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