

chapter **1**

# REACH YOUR FULL CAREER POTENTIAL

**In this chapter you will:**

Set up a Career Management Files System.

- Use affirmation statements and positive self-talk to help achieve your goals.
- Identify techniques for successfully setting and achieving your goals.
- Improve assertive behavior and apply it in your job search.



Access the Internet and complete a proactive success action plan.

*“A sense of purpose generates action and movement in the direction of dreams and goals, while wishes generate only half-hearted intentions. Think about it. Purpose says, ‘I will do this.’ Wish says, ‘If only I could.’”*

*“Life is not a spectator sport. Set your sights on what you want in your career and then make it happen. Now, what are you waiting for?”*

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Chapter 1 provides guidelines to help you strengthen career-boosting skills, attitudes, and strategies that persuade employers to hire and promote. You will learn and apply nine strategies to give you the competitive edge in achieving career success and reaching your full potential.

## GET THE COMPETITIVE EDGE WITH NINE SUCCESS STRATEGIES

Successful leaders in all fields from business to entertainment consistently use the nine success strategies discussed in this chapter to help them achieve their career goals. These strategies focus on positive attitudes and actions. Throughout the world, Olympic sports psychologists coach competitors to achieve maximum performance by learning and applying these strategies. Renowned motivational experts such as Anthony Robbins, Brian Tracy, Denis Waitley, and Stephen Covey teach these strategies to help business leaders, politicians, and performers reach their peak potential.

### Use Nine Success Strategies

Review and use the nine strategies that follow to help achieve your full career potential. They profoundly affect career success at every step.

1. Positive Thinking and Behavior
2. Visualization
3. Positive Self-Talk
4. Affirmation Statements
5. Dynamic Goal Setting
6. Positive Action
7. Assertive Behavior
8. Self-Esteem Builders
9. Proactive Habits

These nine success strategies and behaviors are major career enhancers that help transform goals into realities. Pay close attention to any that are new ideas for you. They provide wide-ranging benefits; you can use them to:

- Create and sustain your inner drive.
- Increase your confidence.
- Provide mental and physical energy.
- Guide you toward goals.

- Help you project competence, enthusiasm, and presence.
- Improve performance.

It's shocking but true. The most qualified person is not always the one who gets the job or promotion. The person hired is the one the employer perceives to be the most qualified. Your experience, skills, resumes, and more—your entire job search package—are greatly enhanced by practicing these key success strategies.



### SUCCESS TIP

**The person hired is not always the most qualified, but the one perceived as most qualified. Nine success strategies enhance your ability to project winning competence.**

### Set Up Your Career Management Files Binder

To help you prepare for job search and career success, *Your Career: How to Make It Happen* guides you through development of your own Career Management Files. Your Career Management Files will include career development and job search documents (self-assessments, records of experience and skills developed, resumes, cover letters, job search organizational aids, and more) you can use throughout your career each time you seek a new promotion, a new job, or a career change. Career Action 1-1 is the first step in organizing this essential career information.

Complete Career Action 1-1

### Improve Performance Through Positive Thinking and Behavior

*Positive thinking* is making a conscious effort to think with an optimistic attitude and to anticipate positive outcomes. *Positive behavior* means purposely

## CAREER ACTION 1-1



## Set Up Your Career Management Files System

**Directions:** In Appendix B, Career Management Tool 1: Career Management Files, follow the instructions to set up your own Career Management Files Binder. In this binder, store completed Career Actions for each chapter of the book. When you have completed all of these, you will have a valuable collection of career-related information you can use throughout your life. Your completed binder will include records of your education and work experience, summaries of job- and career-related values and skills, resumes, cover letters, and more.



acting with energy and enthusiasm. When you think and behave positively, you guide your mind toward your goals and generate matching mental and physical energy.

Positive thinking and behavior are often deciding factors in landing top jobs: your first job, a promotion, a change of jobs—whatever career step you are targeting. That’s because the subconscious is literal; it accepts what you regard as fact.

The function of your subconscious is to support your thoughts and behaviors by triggering matching physiological responses. Research has proved that positive thinking and behavior have a powerful impact on personal performance, confidence, and even health. This chapter explains how you can learn to use the power of autosuggestion to enhance your performance and career development.

Positive thinking causes the brain to generate matching positive chemical and physical responses, such as increased mental alertness and physical energy, improved respiration and circulation, and increased beneficial endorphins. Thinking positively actually boosts your ability to perform and to project enthusiasm, energy, competence, and confidence—the qualities interviewers look for when they hire and promote candidates.



### SUCCESS TIP

**Think and act positively.**

**Doing so profoundly improves performance and outcomes.**

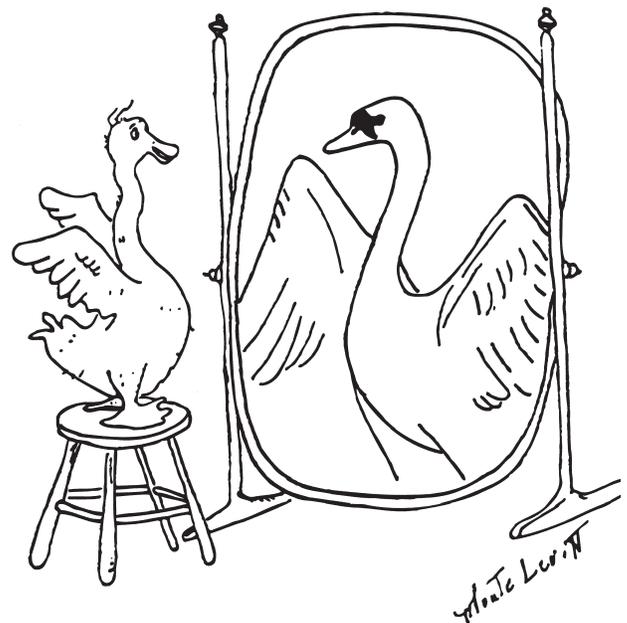


Figure 1-1: You project your positive self image.

Negative thinking causes the brain to stimulate matching negative chemicals and physical responses, such as increased blood pressure, reduced mental alertness, increased anxiety, decreased physical energy, and fight or flight reactions. These responses decrease energy, creativity, and performance and simultaneously erode self-confidence.

Follow these steps to form the habit of positive thinking and to boost your success.

1. **Deliberately motivate yourself every day.** Think of yourself as successful, and expect positive outcomes for everything you attempt.
2. **Project energy and enthusiasm.** Employers hire people who project positive energy and enthusiasm. Develop the habit of speaking, moving, and acting with these qualities.
3. **Practice this positive expectation mind-set** until it becomes a habit. Applicants who project enthusiasm and positive behavior generate a positive chemistry that rubs off. Hiring decisions are influenced largely by this positive energy. The habit will help you reach your peak potential.
4. **Dwell on past successes.** Focusing on past successes to remind yourself of your abilities helps in attaining goals. For example, no one is ever born knowing how to ride a bicycle or how to use a computer software program. Through training, practice, and trial and error, you master new abilities. During the trial-and-error phases of development, remind yourself of past successes; look at mistakes as part of the natural learning curve. Continue until you achieve the result you want, and remind yourself that you have succeeded in the past and can do so again. You fail only when you quit trying!

*"No pessimist ever discovered the secrets of the stars, or sailed to an uncharted land, or opened a new heaven to the human spirit."*

Helen Keller

## Use Visualization to Your Advantage

*Positive visualization* is purposely forming a mental picture of your successful performance and recalling the image frequently. Visualization improves performance because the positive picture triggers your subconscious to generate matching positive physiological responses that increase performance.

Athletic champions and successful people throughout the world use positive visualization to boost their performance and achieve goals. The act of visualizing successful performance of any skill or activity in detail actually increases learning and skill development.

This is because visualization serves as a form of mental practice or rehearsal that strengthens performance. Have you used it personally or in a group to help improve performance? This is definitely a technique you want to apply in all your career activities.

Apply the following visualization techniques to boost your success in job searches and interviews and in attaining goals:

1. **Relax.** Sit in a chair, close your eyes, breathe deeply, and clear your mind.
2. **Mentally draw a picture or create a mental video** that shows you succeeding in your goal. To project a positive and competent image, visualize yourself doing just that—walking and speaking with confidence, maintaining good posture, and performing optimally.
3. **Make the picture detailed and visualize success.** Do not permit any negative visions or thoughts (fear, failure, anxiety, or errors). See yourself as already having achieved your goal.
4. **Incorporate pictures, words, actions, and senses.** Mentally practice exactly what you plan to say or do. This mental rehearsal literally strengthens your actual performance.
5. **Dwell on the image; be able to recall it instantly.** Repeat the visual picture as often as possible before the actual event.



### SUCCESS TIP

Interviewers say projecting enthusiasm and positive behaviors generate a positive chemistry that is a big hiring advantage.



## SUCCESS TIP

**Visualize your positive performance. Your brain then triggers positive responses that enhance performance.**

### Practice Positive Self-Talk

*Positive self-talk* means purposely giving yourself positive reinforcement, motivation, and recognition—just as you would do for a friend. Congratulate yourself when you do well, and remind yourself of your abilities, accomplishments, strengths, and skills. Keep a to-do list, check off accomplishments, and review your progress periodically.

**Make Self-Talk Work for You.** What you habitually say to yourself has a profound impact on your self-image, your self-esteem, and your performance and success. Remember, your subconscious triggers physiological responses that match the pictures and thoughts you have of yourself to make them happen. Make this work for you by keeping your self-talk positive. For example:

- I did a good job on that report.
- I can do this.

**Stop Negative Self-Talk.** You may be quick to nag yourself because you want to be perfect. However, negative self-talk is damaging because the subconscious literally believes what you say about yourself. If you catch yourself using negative self-talk, stop and rephrase. Eliminate the negative words. Focus instead on the best course of action you can take and *do it*.

Make positive communication a habit. Focus on the positive in goal statements, self-talk, and all communications. Compare the following phrases and notice how the positive words convey confidence, commitment, and enthusiasm.

Negative	Positive
I'll try	I will
I should do	I will do
I must	I want to/I choose to



Winning athletes use visualization, affirmation, and positive self-talk to improve performance and reach their goals. You can too!

### Focus With Affirmation Statements

*Affirmation statements* are positive self-statements or reminders to help achieve goals. They are positive messages with a punch, “mental bumper stickers” to motivate your subconscious to work for you. The following guidelines explain how to use this powerful mental reminder technique:

1. **Make the statements personal.** Use *I*, your name, or *you*.
2. **Keep affirmations short!** If you can't remember them, how can you use them?
3. **Phrase them positively.** The mind accepts as truth the words you give it. Use positive words only. Leave out negative words. For example:
  - **Negative:** I will not be nervous during my interview.
  - **Positive:** I will be calm and self-assured during my interview.
4. **Include a positive emotion.** A phrase that triggers a positive emotion strengthens the affirmation. Example: “My goal is *valuable* and it *excites* me.”

5. **Phrase affirmations as fact.** Phrase a goal as if it is happening or has happened (even if you haven't achieved it yet). Your subconscious believes mental messages and works to make them reality.
  - I am making good progress on my goal.
  - I am strengthening my speaking abilities.
6. **Say your affirmations at least once a day.** Repetition enhances self-confidence, acts as a reminder, and stimulates your subconscious to help you achieve your goal.

Complete Career Action 1-2



SUCCESS TIP

Use positive self-talk and affirmation statements to trigger matching positive physical responses that enhance performance.

## Get Ahead With Dynamic Goal Setting

*Career goal setting* involves recording clear objectives and required actions to achieve them. The main rea-

son people don't achieve goals is because they don't set any to begin with. Use the following steps to focus your efforts and to maximize your goal achievement. You can also use this process to set team or group goals.

1. **Define your goals clearly in writing.** Writing down your goals increases the likelihood of achieving them by 80 percent! Writing goals increases your sense of commitment, clarifies required steps in the achievement process, and helps you remember important details.
2. **Identify and focus on the benefits** (to you and others) of achieving goals. This is a strong motivator.
3. **Define the purpose of your goals.** Link your goals to a practical, specific purpose. To boost your own motivation, base your goals on inspiration, not just logic.
4. **Identify supportive forces for you.** Examples of supportive forces include instructors, books, training, people who encourage you to persevere, skilled coaches or mentors, and printed and online research materials.
5. **Develop an action plan, set deadlines, and act.** Establish subgoals. Divide each main goal into logical, progressive steps. Set deadlines for completing each step, and complete steps on time.
6. **Establish priorities.** Take action in order of priority.

## CAREER ACTION 1-2

### Practice Positive Self-Talk and Affirmation Statements



**Directions:** Access your Learner's CD or use a separate sheet of paper to write your responses.

1. Recall a goal you have been striving to achieve and on which you are making progress. Then write a positive statement about your progress.
2. Describe one or more of your work skills or abilities that fit the requirements of the job you are or will be seeking. Write complete sentences.
3. Write an affirmation statement to use as a reminder to help you achieve an important career goal.



7. **Make a public commitment.** If appropriate, share your goals with someone who encourages you to go the extra mile—to increase your sense of responsibility and provide motivation.
8. **Be realistic about limitations.** Don't set a short-term goal to get a job requiring more education. Set separate goals to get the education, take an interim job, and then reach the ultimate goal.
9. **Use positive self-talk and affirmation statements.** Do this every day! Write down your statements, post them prominently, and review them regularly.



### SUCCESS TIP

**Write down your goals and you'll increase their achievement by 80 percent! Focus on how achieving your goals will benefit you and others.**

10. **Use positive visualization.** This boosts goal achievement.
11. **Practice.** Practice new skills regularly. Get additional information, training, coaching, and feedback on your progress.
12. **Evaluate and revise goals as necessary.** Evaluate your progress. Experiment with new methods if you're not getting the results you want, and, if necessary, revise your goals.
13. **Persevere.** Stay the course until you succeed!
14. **Reward yourself.** Rewards are motivators. As you make progress toward your goals, do something nice for yourself.
15. **Record progress on your goals.** As simplistic as it seems, a long series of check marks on a calendar can motivate you by providing a sense of accomplishment. Do it but don't let missing an occasional daily goal deter you. Keep focusing on the ultimate goal.

*"When we set goals, the magic begins: The switch turns on, the current starts to flow, and the power to accomplish becomes a reality."*

Wynn Davis  
The Best of Success

## Take Positive Action

When you take regular positive action (no matter how small) and make progress toward goals, you create real evidence of achievement. This increases confidence and creativity and boosts your momentum. Action fuels more action! Deliberately plan and take regular actions toward your goals to maximize your success.

Say you have a long-term goal of specializing in a career field. You can take momentum-building intermediate actions, as follows:

- Research to learn exactly what skills you need to qualify in the specialty. Contact specialists in your area to learn what skills they require.
- Take courses to help you develop these skills. As you complete each one, you will be a step closer to your final goal.
- Work in an entry-level position for a firm noted in your targeted specialty area. Then get additional training or education to qualify for the specialty.

- Get help in arranging an internship or a work-study program with a firm noted in your target specialty area.

### Complete Career Action 1-3

## Develop Assertive Abilities

*Assertive behavior* is:

- Standing up for your own rights.
- Expressing yourself honestly, courteously, and comfortably.
- Observing and respecting the rights of others.

Assertive behavior promotes equality and a healthy balance in human relationships. Assertion is based on human rights—especially the right to be treated with respect in all situations. Every person has the right to (a) be listened to and taken seriously, (b) say yes or no with conviction, (c) express his or her opinion, and (d) ask for what he or she wants.

### Assertive Behavior Is Critical in Your Job Search.

Why is assertiveness critical to a successful job search and career potential? Assertiveness conveys self-esteem and capability.

Employers hire people who behave confidently and are able to convey their job qualifications comfortably and clearly. They want employees who strengthen human relations and project competence in the workplace through assertive behavior. They hire applicants who demonstrate assertiveness in interviews, resumes, and all communications. To reach your fullest career potential, be assertive and tactful in expressing yourself and respect the rights of others.



#### SUCCESS TIP

Behave assertively to enhance interview and career success.



Employers look for people who behave confidently and respect the rights of others.

### Assertive Behavior Is Critical to Workplace

**Success.** Personality types fall into three general categories: nonassertive, aggressive, and assertive.

Employers avoid hiring nonassertive and aggressive employees because they are often detrimental in the workplace.



## CAREER ACTION 1-3

### Practice Dynamic Goal Setting and Positive Actions



**Directions:** Access your Learner's CD or use a separate sheet of paper to write your responses.

1. Review and follow the guidelines for dynamic goal setting on pages 6–7. Identify a goal that is important to you.
2. Write down your goal and describe it by addressing goal-setting guidelines 1-5.
3. Identify three to five positive actions you can take in the next ten days to achieve this goal.
4. Follow up by actually completing all 15 guidelines.



- **Nonassertive People.** These people have difficulty expressing thoughts or feelings because they lack confidence. Nonassertive people may become unhappy because they permit others to abuse their rights. They project their feelings of unhappiness to others in the workplace.
- **Aggressive People.** These people violate the rights of others with domineering, pushy behavior. Their goal is to dominate because they fear loss of control. Overly aggressive employees drive business away by being annoying or brash; therefore, employers avoid hiring them.
- **Assertive People.** Assertive behavior is essential to achieving career success. Assertive people are confident, express their needs and opinions comfortably, and are sensitive to the feelings and needs of others. Employers want assertive employees because assertive behavior projects capability and promotes a healthy, productive working environment.

**Building Assertiveness Skills.** Being assertive requires having healthy self-esteem. Therefore, a key to improving assertiveness is to strengthen self-esteem. Because all the success strategies and behaviors discussed in this chapter build self-esteem, they also enhance assertiveness.

**Practicing Assertiveness.** Strive to deal with others in a confident, positive way without appearing boastful or overbearing. Force yourself to be more open, to express your ideas and needs, and to perform with greater confidence. At the same time,

practice showing respect for others more openly. The winning combination is *assertiveness + respect*.

### Techniques for Developing Assertiveness.

Review the following techniques for improving your assertiveness. Practice expressing your feelings and needs calmly and clearly. Also demonstrate acceptance and respect for others by praising them when they perform or behave well.

1. **Initiate a friendship.** Invite a person you don't know well to have coffee or lunch. Take time to get to know him or her.
2. **Express your opinion** in a meeting or conversation, particularly when you believe strongly about the topic—even if everyone else doesn't appear to agree with you.
3. **Join a professional or service organization or club,** and volunteer to serve on a committee. What a way to network and build your assertive skills!
4. **Compliment someone** on a skill, a talent, an achievement, or a positive quality.
5. **Tell someone when he or she has offended you unfairly.** Evaluate first to be certain the person was actually unfair. Being overly sensitive can impair your assertiveness.
6. **Return faulty merchandise** and get an immediate replacement or a free repair.
7. **Initiate a conversation** with a stranger before or after a class, meeting, or social event. (Just try it; you'll like it!)

Complete Career Action 4-1

## CAREER ACTION 1-4



### Improve Assertiveness



**Directions:** Review the techniques for developing assertiveness just discussed. Select at least two activities for practicing assertiveness—exercises provided in the chapter or others more pertinent to your needs. Write out a plan for improving your assertiveness skills through the exercises you have chosen.



## Enhance Your Self-Esteem

Projecting confidence requires a healthy self-esteem (belief in your abilities and your worth). Think how easy it is to project a confident, competent image when you feel good about yourself. By developing the success habits outlined in this chapter, you will strengthen your self-esteem.

**Enhancing Your Self-Esteem.** Begin by describing yourself in writing. You might want to ask a friend or family member to help. Make two lists: one of your positive traits and one of your negative traits. Which list is longer? If it's your positive list, you have a good base for self-esteem. If it's your negative list, you must work harder to develop a strong sense of self-confidence. By doing so, you strengthen your assertive abilities because good self-esteem makes behaving assertively easy.

Next, identify negative images you want to change. Begin with the trait you think you should improve first. For example, a negative trait may be a lack of initiative, expressiveness, or organization. Improving self-image often requires developing a positive habit, such as reading more to improve vocabulary or exercising to improve fitness.

After you identify the traits you want to improve, develop your action plan. Write your goal in positive terms, as shown in Figure 1-2. Write your Action Plan so you can evaluate it daily. This makes progress easy to evaluate and provides reinforcement. Put a check mark on your calendar each day you make progress toward your goal. This seems simplistic but it is surprisingly motivational.

### *Action Plan*

*Goal: To improve my public-speaking skills by enrolling in a workshop.*

*Personal Action Plan for Achieving Goal: On Tuesday afternoon, I will research dates and times for public-speaking workshops offered on campus. After I have the scheduling information, I will sign up for the workshop sessions that fit my schedule. Once I have completed and participated in the sessions, I will write a one-page summary about the skills I learned. In the summary, I will identify the three most important points to use in my public speaking. My next goal will be to practice my public speaking!*

*Time Frame for Action Plan: I will write the public-speaking workshop session dates and times in my planner. I will attend all sessions.*

Figure 1-2: Action Plan



## PERSONAL BEST

### Maintaining Work and Life Balance

Balancing the demands of your work and personal life can sometimes feel like a juggling act. As you identify career goals that are important to you, consider how these goals impact:

- **Your values.** What do you consider important in your life—family, personal interests, work, education, community service, spiritual development, and so on?
- **Your priorities.** Based on your values, which daily tasks are most important to you? Which are least important?
- **Your physical health.** With a fit body, you are better able to deal with emotional stress and physical strain.
- **Your stress level.** Are your goals achievable? Be realistic about what you can accomplish in one day.

Today many employers are sensitive to the importance of personal and professional balance. They know that employees who achieve a healthy balance in life are happier and more productive. Explore with employers how you can achieve a healthy life/work balance *and* deliver top-quality results for your employer.

**Effects of Negative Self-Esteem and Fear.** Negative self-image holds you back by promoting fear of failure. It prevents you from taking risks that can lead to growth and development. The result is stagnation, even regression, but not successful development. Have you ever avoided attempting a new activity or goal because you feared failure or rejection?

Sometimes you base your behavior on imagined fears, not on facts. You allow fear to limit your full potential. Following are tips for dealing constructively with fears and enhancing your success.

1. When working on a challenging goal, such as public speaking, avoid negative images. Concentrate on developing your skills and knowledge; then plan and act positively, and visualize your success in detail.
2. Assess the situation. Get training or additional information if necessary.
3. Seek support from those who motivate you.
4. Act with courage and conviction; be persistent.

**Maintaining a Healthy Self-Esteem.** Because you may experience changing levels of self-esteem resulting from life experiences, you need to work deliberately at strengthening and maintaining self-esteem. A few techniques for building self-esteem are as follows:

1. **Believe it can be done and make a commitment.** Remember how positive suggestion positively influences your subconscious!
2. **Identify your strengths** in writing, and dwell on past successes.
3. **Set written goals** for improvement and take action.
4. **Practice positive self-talk.**
5. **Visualize your success.**
6. **Make positive action a habit.**
7. **Surround yourself with a positive environment** (positive people and positive reading, viewing, and listening materials).
8. **Look good to feel good.** Looking your best boosts your confidence, and others respond positively to a good appearance.
9. **Keep fit.** Take care of your body, mind, and spirit. Exercise, eat properly, rest, and balance work with other life activities.

## Develop Proactive Skills

In his world-acclaimed book *7 Habits of Highly Successful People*, Stephen Covey emphasizes that the way people typically approach challenging situations and tasks is a major determinant of career success. Many choose either a proactive or reactive approach in dealing with difficulties or challenging tasks and situations. They may also fall into the habit of using one of the approaches predominantly. One of these approaches is a consistent career booster; the other, a guaranteed detriment.

Behaviors common to both approaches are outlined in Figure 1-3.

**The Proactive Approach—A Synergy Booster.** The proactive approach to dealing with challenges focuses on problem solution and positive action. Those who use this approach aim to resolve problems or master challenging tasks by taking full responsibility for their assignments and career growth. They actively seek resources for goal achievement. They also strive for win-win solutions that best meet the needs of all involved.

Proactive people also regularly practice the nine positive success strategies emphasized in this chapter thus far. All of these success strategies enhance your ability to take proactive steps that will boost your career success.

Typical Proactive Behaviors	Typical Reactive Behaviors
Focus on problem solution/personal growth	Focus on problems/difficulties of the situation (not on solutions) and have a generally negative attitude
Take responsibility for own behavior and for personal or team assignments and productivity	Blame others or circumstances for the difficulty or try to shift responsibility for solution to others
Seek synergistic solutions through productive relationships	Procrastinate in the face of a difficult task or problem
Employ personal motivation skills based on positive expectations	Don't seek resources for problem solution (networking, researching for useful information, and so on)
Encourage/assist others	Don't strive to motivate self or others to improve or excel
Network and strive to develop mutually beneficial relationships, share information and perspectives, get and give support	Diminish energy of others around them

Figure 1-3: Typical Proactive and Reactive Behaviors



## SUCCESS TIP

**Develop strong proactive habits and associate with other proactive people. The contagious synergy can mutually expand your potential immeasurably.**

**The Reactive Approach Is a Career Minimizer.** The reactive approach focuses on problem avoidance and negative personal reactions. Those who fall into this habit focus on problems, not on solutions. Their habitually negative behaviors greatly diminish their career opportunities and, in some cases, can lead to depression.

**Both Approaches Are Contagious.** Have you noticed how enjoyable it is to be around people who are typically proactive? Their positive, supportive, and action-oriented behaviors are energizing and motivating—they “rub off” on those they work and interact with. They motivate others to perform at their best, and they infuse a healthy aura that encourages creativity and increases productivity.

**Rewards of Proactive Behaviors Are Great.** With practice, you will increase your ability to use proactive behavior as your predominant style and enjoy greater success throughout your career. Also, by associating with other proactive people, the contagious synergy can mutually expand your career potential. The following list summarizes the beneficial outcomes that result from developing good proactive skills.

- Enhance self-esteem/increase personal motivation
- Increase problem-solving skills
- Increase self-esteem and professional reputation
- Improve ability to correct personal errors and strengthen skills
- Build positive working relationships that boost career success potential for all
- Improve performance in all endeavors
- Gain skills under direction of mentors and in networking with others
- Increase knowledge and career resources
- Expand perspective

Complete Career Action 1-5

## CAREER ACTION 1-5



### Access the Internet and Develop a Proactive Success Action Plan



**Directions:** Launch your web browser and follow the steps below.

1. Access the Your Career: How to Make It Happen web site at [www.levitt.swlearning.com](http://www.levitt.swlearning.com). (You will be accessing this web site for numerous Career Actions, so bookmark this address in your web browser.)
2. Locate the **Proactive Success Action Plan** form.
3. Read the instructions and enter your answers on the form for the **Proactive Success Action Plan**.
4. Print your completed form and file it in your Career Management Files Binder.



## APPLY THE NINE SUCCESS STRATEGIES

Use the nine success strategies emphasized in this chapter to reach your full career potential. Apply these success strategies regularly throughout your job search and career. Throughout your life, pursue your goals with an assertive belief in yourself and your rights and practice thinking and acting positively and proactively. Success is not a one-time destination; it's a lifelong journey.

### ✓ CHECKLIST: Applying Nine Success Strategies

- Think and act positively.
- Visualize your positive performance.
- Use positive self-talk.
- Use affirmation statements.
- Write clear short-term and long-term goals, and revise them when necessary.
- Take regular action to achieve defined goals.
- Practice assertive behavior.
- Maintain self-esteem through positive thinking and actions.
- Develop proactive skills.

### critical thinking *Questions*

1. Which of the nine success strategies are most useful for strengthening your career planning and job search success?  
\_\_\_\_\_
2. How can projecting enthusiasm and positive expectations help you in an interview?  
\_\_\_\_\_
3. What are the effects positive and negative thoughts, images, and self-talk have on performance?  
\_\_\_\_\_
4. Would you rate your own assertiveness skills as excellent, good, or needing improvement? If you need improvement, what specific actions can you take to strengthen them?  
\_\_\_\_\_
5. What should be compiled in your Career Management Files Binder? How will it be useful to you throughout your career?  
\_\_\_\_\_