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**Career Pathways:
Summer Reading: Plan Your Next Strategy**

July 15, 2014



Summer Reading: Plan Your Next Strategy

September is a good time to initiate a career plan of action. So, whether you are headed out of town for a vacation or just chilling out locally, catch up with some professional reading to develop the necessary steps for moving forward towards your goals. In 2013 a number of books were published regarding the latest thinking in career strategies. I selected a variety of resources that can be helpful whether you are considering a career move/shift, in the midst of a career transition, or thinking of retirement.

Review the following listing and decide which books are most relevant for your situation.

- 1. Body of Work: Finding the Thread That Ties Your Story Together** by Pamela Slim, 2013. This book provides the tools to have a meaningful career in a world of work that can blend a diverse set of work experiences and arenas. Discusses how to find the connections among accomplishments, market your story, and continually reinvent and re-launch your brand.
- 2. Ditch, Dare, Do: 66 Ways to Become Influential, Indispensable and Incredible Happy at Work** by William Arruda & Deb Dib, 2013. A bold, brief, and innovative guide for leveraging the power of personal branding.
- 3. Finding Work When There Are No Jobs** by Roger Wright, 2013. Presents five guiding principles to prompt individuals to chart their own path, beginning with the question, "What if I started thinking differently about the way I went about finding work?"
- 4. Lean In: Women, Work and the Will to Lead** by Sheryl Sandberg, 2013. Sandberg examines why women have stalled in advancing towards leadership roles, discusses the reasons, and presents commonsense solutions enabling women to achieve their full potential.
- 5. Promote Yourself: The New Rules for Career Success** by Dan Schawbel, 2013. Based on modern workplace research and interviews with dynamic professionals, a step-by-step branding process is given for building a successful career in a time of constant changing technology and economic uncertainty.
- 6. Reinventing You: Define Your Brand Imagine You** by Dorie Clark, 2013. Combining personal stories with interviews and examples from well-know personalities, Clark shows you how to think big about your professional goals, take control of your career, build a reputation that will open doors, and finally live the life you want.

7. Repurpose Your Career: A practical Guide for Baby Boomers by Marc Miller, 2013. For many people of this generation, retirement is no longer an option or desire to remain in the workforce. However, many do not necessarily want to keep doing the same work. Miller introduces the concept of “Career Pivot”, a series of half steps to help you to reach your goal as well as gives tips and insights for a successful journey.

8. Upgrade: Taking Your Work and Life From Ordinary to Extraordinary by Rana Florida, 2013. A guide to seven key principles, no matter your work or career, for achieving business and life goals: Envision your future, find your passion, get creative, design your tie, collaborate, take risks, and embrace failure.

Wishing you a summer for regaining motivation, reenergizing action, and replenishing aspiration.

We welcome your feedback - what's your take on this article?

Annabelle Reitman Ed.D., a career management consultant and author has over 30 years experience in career coaching/counseling and is a member of the TTN-Washington DC Chapter. She specializes in clients experiencing transition as they undergo a career change or shift. Her tag line, “Possibilities without Assumptions” summarizes her philosophy and approach to working with people. She can be reached at: anreitman@verizon.net or 703-370-6966 or view her profile on www.linkedin.com.