

Focus: Creating Career Brand Clarity

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FOCUS: CREATING CAREER BRAND CLARITY

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Createspace, United States, 2012. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Working in, or finding a job in today s economy requires a different strategy. Today s workers can no longer expect to be hired by simply completing an on-line application or uploading a resume to a website. And once hired, the workers can no longer look to the employer to manage their career. Surviving in today s work environment requires that each employee develop a sense of entrepreneurship; that is they must identify their own expertise, know their target audience and communicate a perceived value. They realize that no one will give them a job, but they know that organizations will pay for their expertise, if they can clearly demonstrate that expertise has value. Identifying the perfect career option, is about finding a role and an environment in which you can be successful and flourish -- loving what you do, being appreciated, and ultimately being your best self at work. To drill it down to the more tactical level, it s not about how you craft the perfect resume; it s about having a clear focus, understanding the strategy of marketing yourself, and developing an on-target message (i.e. brand). In their book, FOCUS: Creating Career Brand Clarity, the authors have outlined a very simple, easy to follow process that helps professionals gain clarity to be able to develop an entrepreneurial approach to self-marketing. In addition, through this process the reader creates a Flourish Factor Profile to use as a point of reference when considering options about specific career choices, specific organizations or environments, or even when negotiating future offers. It is not just a book for professionals in job search, as good career management is a lifelong process....

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