

Continuous Advancement Plan™ - East Anglia CV Services

Without meaning your career is short-lived and your pocket shortchanged™

"It is our duty as human beings to proceed as though the limits of our capabilities do not exist."
- Teilhard de Chardin

Common sense is not so 'common', apparently.

"You cannot teach a man anything; you can only help him find it within himself."
- Galileo

With our social realities speckled with impediments, frustrations, setbacks, adversities and inequities; when confronted by such difficulties, it's easy to become pessimistic and forsake your dreams prematurely, producing imminent disadvantages in your occupational choices and lifestyle pursuits.

Your accomplishments and enlightened wellbeing demand from you a greater sense of personal worth, self-efficacy. With your occupational arrangement being your major source of personal growth, it makes sense to acquire a healthy apprehension of personal worth to sustain ones determined continual efforts, that's needed to obtain success.

Any individual that possess a high sense of efficacy also enjoys the staying power to endure the obstacles and setbacks that characterize difficult undertakings. A person in possession of a high sense of efficacy also knows that setbacks and difficulties in human pursuits serve a useful purpose in teaching that success usually requires sustained effort and reflection, and attribute failure to insufficient effort or deficient knowledge and skills which are acquirable.

"My experience is what I agree to attend to."
— William James

After all, if you were to experience only easy successes, expecting easy results, any failure would then serve to discourage you from facing similar challenges in the future.

"A mistake is a future benefit, the full value of which is yet to be realised."
- Edwin Land (Inventor of the Polaroid camera)

Once you become convinced that you have what it takes to succeed, you'll persevere in the face of adversity and quickly rebound from setbacks; a determination and the confidence to stick it out through the tough times, emerging stronger from any given adversity.

"If I fail more than you, I win."
- Seth Godin

And now so apparent, should be your understanding that the higher the level of your perceived personal worth, your self-efficacy; the wider the range of career options you can seriously consider, and hold a steadier interest and better preparedness in your education and attitude towards your occupational choices, thus greater personal success attainment. Acquiring a resilient sense of efficacy requires experience in overcoming obstacles through perseverant effort and self-reflection on your achievements and competencies.

The credence behind 'The Continuous Advancement Plan' as a strong efficacy builder, is to provide a support network for those who need to build confidence in achieving their dreams of advancement – we raise those beliefs in their capabilities, by measuring success in terms of self-reflection and self-improvement – through the power of creative thinking, and not by competing with others.

"If I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning."
- Mahatma Gandhi

Class Division is Increasingly Based on Education and Intelligence

With recent reports suggesting that many of us are not working and have not been doing so for over a year, those of us in work are feeling insecure right now. Economists are constantly warning us not to get complacent, with a downturn in manufacturing and the bloodbath that's happening on the high street, lagging indicators of the economy's health.

Temporary employment services are exploding onto the business landscape, companies are not slow to embrace these services that are allowing them to stay productive while more easily managing overheads – businesses need to survive and have no choice but to cut expenses that help to maintain their bottom line. These temporary service providers are predicted

to grow exponentially alongside that of online job sites that are also taking their lion's share of the industry. This change is shaping a new breed of hyper-competitiveness within our working environment.

Once an economic model becomes unsustainable it slows down tediously while entering into a new transition, and regardless of how many times people speak of 'when things return to normal' – I can with clarity and finality say that there is 'no return to normal'. So we need to oppose our fears and simply let go of the old system that did indeed for some time serve our societies reasonably well. Always realise that fear is **false evidence appearing real**.

"If there is a will, there is always a way to achieve your goal. The only thing one has to do is to look for the right way."
- Milenko Pilic (CEO & Founder of HeySuccess.com)

HeySuccess is the site that collects up to date student opportunities from every corner of the world and offers them in one easily accessible place. All for free!

Read more at <http://www.heysuccess.com>

As we now shift to this next evolutionary phase, it's pleasing to know that we all get to decide its inner workings and future path. Yes, we all get to decide what this phase of evolution should look like. One thing for certain is that Education and Intelligence especially 'Creative Intelligence' will be at the helm of this voyage.

"Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will spend its whole life thinking it is stupid."
- Albert Einstein

Having a good stretch of experience is no longer the advantage it used to be, now it's deeper skills; expertise wins the day. It's vital that you keep your skills up to date; you no longer have a job rather a role to play in the workplaces of the future. Employers are increasingly in favour of hiring contractors with specialized skills, we are entering the age of specialization.

When undertaking a review of current staffing needs, a company will need to anticipate what reductions in headcount might be needed to ensure that it stays profitable in the current economic climate – employers will opt to retain those with real expertise and deeper knowledge, and refrain from issuing individual redundancy; employees with updated skillsets and strong competencies can be expensive to replace and recruitment can take time.

Therefore, the best advice for those currently employed and job seekers alike, is to concentrate on building a support network that would encourage them to acquire more knowledge and expertise – focus on sharpening existing competencies – can help shield you from any unpredictable changes to your working hours and potential layoffs. This added focus you'll be placing on your skills and abilities will make you a more valuable employee not only to your existing employer, but to the external job market; you're placing yourself where opportunity can see you.

No matter what your working context, you will need to think more rationally about your career path – as 'change' will come.

"When we are no longer able to change a situation – we are challenged to change ourselves."
- Viktor E. Frankl

Keep Your Brain Happy

"The law of harvest is to reap more than you sow. Sow an act, and you reap a habit. Sow a habit and you reap a character. Sow a character and you reap a destiny."

— James Allen

None of us like big changes; however we don't mind small changes, our brains are more acceptable with the 'small' word. A great example of this is when a person decides to lose a few pounds. By just looking at a diet plan can make that person want to eat more. This happens because when our brains see a big change, it's a shock to the system and will want to reject it. Keeping a comfort zone is a safer bet.

Now if someone were to take a more subtle approach, e.g. instead of having a fizzy drink with that burger have a glass of water instead, the brain will now see this as a 'small' change and will be more than happy to accommodate this. Now over time this person can slowly eat less, and slowly lose those unwanted pounds without the usual hassles associated with diets.

Small changes are also more easily converted into habits, and us humans like acquiring good habits.

"We are what we repeatedly do. Excellence, then, is not an act, but a habit."

— Aristotle

Whenever you see the need for changing your diet or your outlook on life etc. you stand a better chance of achieving this by also providing yourself with a 'motivated reason' rather than setting a goal as such - which can seem more of a chore or biting off more than you can chew.

By adding a 'motivated reason' you are more likely to succeed in following through i.e. it provides you with a value - "healthier and happier life situation" unlike merely setting a goal i.e. lose 10 lbs.

Examples of the goals or needs that can motivate reasoning are varied. They include fairly straightforward things, like your financial or associated interests. But they reach more elusive stakes too, such as the need to sustain a positive self-image or protect connections with others to whom you're closely connected with i.e. someone whom you might well depend on for support, emotional or material. We're 'habitually' more motivated by what we stand to lose than by what we stand to gain.

We Align Against a Common Foe - Stagnation

Well known for his many inventions, Leonardo De Vinci wrote the first professional resume, in 1482. It's not so surprising to know that Leonardo was the first to compile this important document. Just like so many of his creations having stood the test of time; the resume/cv is now the central portion of any recruitment process.

"The central portion of any recruitment process" however, when I put the following question "*When was the last time you fixed your eyes on your CV?*" to those now reading this text, what kind of response can I expect to get?

How frequently would you say that I'd hear the following responses?

"I've already got a job; don't need to look at my CV." and *"Never had the need for a CV, a family member/friend got me the job."*

Valid points from those adhering to the old adage of "*If it's not broke, don't fix it*". However, if you think about it, you're placing a barrier between where you are now and where you could be. You will never know about your underlying potential let alone reach it.

Spending many years within the same company out of loyalty is fine as long as you're being acknowledged within the career advancement spotlight. However, should you start to notice that you repeat the same things over and over, year after year like a hamster on its treadmill - chances are that you're not very inspired and certainly not noticed for promotion. This auto-pilot mode has played the career executioner on many a bored and careless employee.

You should now start to realise that adhering to "*If it's not broke, don't fix it*" adage, it's going to be difficult to detect when something is broken. Consider the following - the hamster treadmill may not be broken, but your career prospects are slowly but surely being vaporised.

If that company you're currently sacrificing your future for shows no signs of being very optimistic or forward-looking, it's time to get that CV out and do some reflecting and adjusting. Occupational success increasingly depends on smart strategic planning and targeted execution.

You can choose to stay passive in your stagnant situation, an easier option and certainly more relaxing in the short term. Or you can exercise your personal freedom to abandon your time-consuming position that is not yielding any significant career satisfaction - opening up a whole new range of occupational possibilities.

The greatest value proposition any employer can provide for its employees is the opportunity to advance within the organization. This is achieved through the power of learning whether it is internal or external training- it's all CV nourishment.

"I'm not afraid of going slowly - I'm afraid of standing still."
- Abraham Lincoln

As with most things in life, where there's a positive there also exists a negative aspect. Having spoken with various clients throughout the years, I've probably heard just about everything there is to hear in relation to wasted years, regrets and how stagnation slowly squeezes all life out of aspiration and creativity.

Those who take on positions that conflict with their personalities often receive more stress. The author is not stating that you should never take a position that doesn't fit; lots of people have little choice, initially.

"If you don't work, you don't eat."
- James Brown (Mind Power)

Just be aware that you will need to put in that little extra hard work in developing skills for these types of positions - and do be aware that there are positions out there that you would find less stressful.

Those with menial positions can feel discouraged and carry a lack of any ambition – it's a very unpleasant rut to be stuck in. Over time, the situation is accepted, caught in the habit of a daily routine. Getting motivated seems to be the least of their worries – but once one realises that finding another job is much easier from the position of already having one regardless of statuses, things can start to look much brighter. Add a sprinkle of 'self-awareness', self-awareness improves our judgement, helps us to identify opportunities and personal growth.

"Compared to what we ought to be, we are only half awake. We are making use of only a small part of our physical and mental resources. Stating the thing broadly, the human individual thus lives far within his limits. He possesses powers of various sorts which he habitually fails to use."
- Professor William James of Harvard

To become self-aware, we need to first develop an understanding of ourselves – personality traits, values, habits, emotions, and know our psychological needs that drive our behaviours. Learning how to become self-aware takes less time than you may think. Once you've got a real sense of who you are, and equipped with a vision of what's available, you're primed to plan and follow a programme of self-development.

Once we acquire the habit of making time for self-reflection and acquiring self-discipline, those barriers (our own creation) seem to collapse for us. A HABIT of looking around is formed, and we start to observe and take action that moves us towards continuous advancement.

"Thoughts have wings, and they can fly you high."
- Donald Byrd (Close your eyes, and look within)

A point worth making here, this lack of action rests entirely on the shoulders of employees; one should not assume any wrong doing made by employers.

Any person who is merely a 'good' worker, filling their place to the very best of their ability, and satisfied with that, is valuable to their employer and it is not in the employer's interest to promote them. They are worth more where they are.

"We forget that every good that is worth possessing must be paid for in strokes of daily effort. We postpone and postpone until those smiling possibilities are dead... By neglecting the necessary concrete labour, by sparing ourselves the little daily tax, we are positively digging the graves of our higher possibilities."
— William James

Place Yourself Where Opportunity Can See You

"You never achieve real success unless you like what you are doing."
- Dale Carnegie

It's entirely your shout when it comes to advancing within your current position. There are some steps, based on common sense that will increase your opportunity for continuous advancement that works regardless of the position you hold within an organization.

Start to think about how you show/share your interest in the company you work for by doing some research into the business; get to know your competitors and suppliers. This information can be easily obtained through trade magazines and websites. Therefore, when you do get to talk with your peers within the company, you can talk more broadly by demonstrating your enthusiasm. When you can show that you're enthusiastic, capable and reliable, you stand out of the crowd, big time.

"If you want to earn more – learn more."
- William J.H. Boetcker

"Victims have televisions, leaders have libraries."
- Gerard O'Neill

Commit yourself to thinking of how you can extend or acquire a particular skillset. Set about finding any courses that you could possibly do in your own time. Are there any areas within your role where you see how you could improve or work more effectively by completing a particular course? Approach your employer and ask for advice and any recommendations in relation to your training requirements. Most employers will welcome your enthusiasm and will see future benefits that updated skillsets can bring to the company.

"Positive thinking leads to positive action that leads to opportunity."
- Gerard O'Neill

Managers are there to develop people not just particular segments but for the entire company. If their found hoarding talent or preventing people from improving their own skills, they won't be in management for long in today's savvy minded

organizations. Know that action springs out of what we fundamentally desire, so the best piece of advice you can take-on as a would-be persuader is to arouse first in your Supervisor/Manager an eager want.

“Self-expression is the dominant necessity of human nature. Why can't we adapt this same psychology to business dealings? When we have a brilliant idea, instead of making others think it is ours, why not let them cook and stir the idea themselves.”
- William Winter

Believing that you can be better, and believing you can offer more, should be your constant pursuit. There's enough psychological evidence that proves that the more effort that goes into a commitment, the greater its ability to influence the attitudes of the person who makes it.

Stop regurgitating each year. If there is no meaning within your current employment, you will need to either change your outlook within that position or find a job that works best for you.

“Don't wait. The time will never be just right.”
- Napoleon Hill

There exists in society today an existential vacuum – a widespread and growing emptiness in people's lives, characterized by boredom, and a deep longing to derive more meaning from their time spent within their place of work. Becoming more optimistic and carrying the thought of continuous advancement can bridge this vacuum. Think. Be awake.

I am not telling you 'what to think', I am telling you 'how to think' of how a process can work for you. The power of your mind to think independently is your greatest gift.

“Place yourself where opportunity can see you.”
- Gerard O'Neill

Finding and Keeping the Sizzle

Hidden within everything that's to be sold whether tangible or an intangible, there are “sizzles” to be found.

“Don't sell the steak - sell the sizzle.”
- Elmer Wheeler

The good waiter realizes he must sell the bubbles – not the champagne. The grocery clerk sells the pucker – not the pickles, the whiff – not the coffee. It is the tang in the cheese that sells it!

It's the sizzle that evokes the “feeling”; and people buy with their emotions. You've merely got to ask “What's important to them?”

Try to think of a recent product or service that you purchased recently, what feeling(s) sold you?

Was it the feeling of being taken care of?

Was it a warm and cosy feeling?

Was it the time and money that you can now save on?

Applying for a particular position is no different; you need to play to the emotions of the hiring manager. You can present the “sizzles” in the order that the hiring manager considers important. Carefully addressing the emotional needs the hiring manager has provided, using his or her words. These words are keyed into their emotions, they allow you to tap into what's important, creating within them, the 'feeling' of meeting with you - engagement.

Both the needs and what's important can be found on the 'Job Description' along with the 'required research' that you should always carry out prior to the interview.

One of the best sizzles found on a CV and worth collecting on a yearly basis, is the *note-worthy* 'Key Achievement'. This 'sizzle' allows you to convey to the hiring manager the required experience and skills; you're good at this work using these skills. And ultimately, shows that you take pride in and enjoy the work you do. When you create this 'feeling', you get hired.

The more £'s or %'s you can add, the more potent the flavor of your sizzle. Use figures or percentages to quantify your key achievements, i.e.

- Year in, year out my annual contribution reviews are fixed at A - AA+.
- Increased customer satisfaction by 20%, using online surveys.

- Although only part-time, my monthly product sales are one of the highest in our department.

As you build and maintain your collection of these over time, their true value to you, really starts to grow. Where you become part of an elite group who can exhibit a CV without the usual mundane list of duties, but consisting only of Key Achievements, you become 'remarkable' not only to your existing employer, but to the external job market. You're placing yourself where opportunity can see you.

Take notice that the author emphasized the word 'note-worthy' in a previous paragraph; we want to avoid the hiring manager thinking 'so what' when he/she reads your key achievements, therefore it's vitally important to stick to what's relevant to the position that you are applying for. Keep in mind that you are selling your competencies, and need to positively demonstrate the value you can bring to their organisation.

Dr. Judith's PARs Methodology

With the express permission from Dr Judith Kapustin Katz, we are most proud to be able to incorporate the PARs Methodology to identify and discuss key achievements, determine your competencies, and help to further plan your career path.

The PAR statement is as an important element in annual review and career planning, writing a PAR statement stimulates thinking about a problem (P) that you have successfully addressed, the action (A) that you implemented, and the successful result (R) that was achieved; aligned with discovering/reflecting upon any particular skills used in solving the problem/ finding the solution, which ultimately leads to better determining of your competencies.

The PARs Methodology is copyright material and may not be used without the express permission of Dr Judith Kapustin Katz.

Copyright 2012. PARs Methodology. Dr Judith Kapustin Katz - National Career Development Expert and Coach.

Dr Judith Kapustin Katz is a licensed psychologist who provides services to individuals and organisations in transition. She has worked extensively in the fields of career management, executive and new employee coaching, and career transition or transformation. Much of her work has been with physicians and scientists from academic medical centres and with administrators and faculty in institutions of higher education.

She has helped executives build and strengthen teams, coached professionals to make successful career transitions and to improve their communication and management skills, and provided developmental coaching to those needing to enhance critical competencies. Dr Judith can be contacted via email - katzknect@aol.com.

Be Motivated, Be Awake

"People who are unable to motivate themselves must be content with mediocrity, no matter how impressive their other talents."
- Andrew Carnegie

An opportunity to dispose of one of our most disruptive of enemies, which is Stagnation, an annual reflection process where you're encouraged to ponder over the past year starting with the following question:

What have you done to increase you're opportunity for continuous advancement?

Whether you're employed or unemployed, this single yet central question motivates you to THINK!

When Michelangelo was asked how he created the magnificent statue David from a block of stone, he replied that he did not *create* David from the stone; rather he *saw* David in the stone and merely chipped away at the unneeded pieces until David emerged.

Underneath all what we currently do and know, lay an undiscovered 'creative self' in each of us. Like Michelangelo chipping away at the stone, by feeling optimistic and carrying the very thought of continuous advancement, you start to uncover you're true potential.

"The minute you begin to do what you really want to do, it's really a different kind of life."
- R. Buckminster Fuller

Now affix your eyes on your existing CV, does it reveal a path towards your full potential?

Do not feel too concerned if that path looks a little rocky right now; with the power of self-motivation and your membership of the Continuous Advancement Plan™ you can make that path smoother over time. By simply setting some targets;

visualizing and desiring outcomes; setting some milestones on your new path to success – using your CV as a visual indicator.

Like so many others like you, focusing on and sharpening your existing skills and abilities. An annual reflection will guide you onto a path of opportunity where over time you will truly know what your true traits and key competencies are – this leads to specialization.

Taking the time to look at your CV on an annual basis provides you with the necessary feedback as to whether you're increasing your opportunity for continuous advancement. Keep in mind, that it's the small changes you make that create good habits that positively change your outlook. Annually checking and enhancing your competencies through the use of key achievements is vital to acquiring a happier and more rewarding lifestyle.

"Though no one can go back and make a new start, anyone can start from now and make a brand new ending."
- Truman X Jones

As previously mentioned, the annual focus you'll be placing on your skills and abilities will make you a more valuable employee not only to your existing employer, but to the external job market; you're placing yourself where opportunity can see you.

"Even if you are on the right track, you'll get run over if you just sit there."
- Will Rogers

The author would really appreciate any comments or recommendations that you may have regarding the Continuous Advancement Plan™ so please forward these to:

Gerry O'Neill
East Anglia CV Services
Tel: 01553 763 192
Email: info@eastangliacvservices.co.uk
Website: www.eastangliacvservices.co.uk

This guide will be occasionally updated, for those who wish to be informed of these updates, please request this using the above contact details.

"All human activities are based on the desire for increase; people are seeking more food, more clothes, better shelter, more luxury, more beauty, more knowledge, more pleasure—increase in something, more life."
- Wallace D. Wattles

"Make space for the dreamers to dream."

-Professor Brian Cox

"Dream lofty dreams, and as you dream, so shall you become. Your vision is the promise of what you shall one day be; your ideal is the prophecy of what you shall at last unveil." — James Allen

"If I accept you as you are, I will make you worse; however if I treat you as though you are what you are capable of becoming, I help you become that."
- Johann Wolfgang von Goethe

"Life is not an easy matter.... You cannot live through it without falling into frustration and cynicism unless you have before you a great idea which raises you above personal misery, above weakness, above all kinds of perfidy and baseness."
— Leon Trotsky