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Take Yourself To The Top: The Secrets Of America's #1 Career Coach



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Synopsis

With expert advice and proven guidelines to overcoming career huddles, Laura Berman Fortgang guides readers towards their goals on the job and at home. By integrating new concepts, skills and paradigms with their own goal-setting, readers can create a dramatically positive effect on life and career, and conquer the eight most common career/life stumbling blocks, which are: * Getting stalled in mid-career * Feeling trapped and wanting to do something else * Merely surviving instead of succeeding * Being new at entrepreneurship * Being enslaved to sales ups and downs * Feeling overqualified and underutilized * Taking on too many projects and feeling overwhelmed * Waiting for a miracle --This text refers to an out of print or unavailable edition of this title.

Book Information

Audible Audio Edition

Listening Length: 6 hours

Program Type: Audiobook

Version: Unabridged

Publisher: Phoenix Books

Audible.com Release Date: December 16, 1999

Language: English

ASIN: B0000546A0

Best Sellers Rank: #51 inÃ Â Books > Audible Audiobooks > Business & Investing > Business Life #501 inÃ Â Books > Audible Audiobooks > Business & Investing > Careers #5460 inÃ Â Books > Business & Money > Job Hunting & Careers > Guides

Customer Reviews

Below are key excerpts from the book that I found particularly insightful:1- "If you are feeling stuck, you've got only yourself to thank. It means you missed signs that a change was due. You ignored the signs that were loudly screaming, "No, try something else!"not necessarily a new job, but a new strategy, tack, or latent skill. If you feel stuck, somewhere along the way you decided to put up with a lot--for whatever reason--and you have started sinking deeper and deeper into the Unconscious Zone."2- "Being a workaholic and deriving your value from how much you can rush through in a day and how many problems you can solve go hand in hand. If you can come to define yourself by who you are and not what you do, you'll be able to master your addictions to adrenaline and problems, and you'll be able to step off the treadmill for good. You'U establish a higher quality of life, and you'll have the room to be the kind of leader you want to be...The next step in shedding your constant

overwhelming and workaholic-on-a-treadmill tendencies will be valuing other people and including them in your success."3- "Increasing your leadership role in an organization should not mean taking on more than you can bear. It means increasing your scope and vision until you can effect the greatest change."4- "Get What You Want and Want What You Have: 1. Recognize and give up external expectations. 2. Start living by your internal wishes (what you really want). 3. Identify your values. 4. Reorient your life and work around your values. 5. Create a crossover plan if you need to. 6. Schedule a weekly time to review and strategize the implementation of your plan. 7. Get a lot of support. 8. Celebrate your new life!"6- "Go from Being Jammed to Being a Rainmaker: 1. Think BIG. 2. Create your new fish tank. 3. Map it in a 1-3-5-year plan. 4. Choose your ideal client. 5. Play a bigger game (tighten up the infrastructure accordingly). 6. Ask for what you're worth or more. 7. Go out and play in the rain!"7- "Go from Hobby to Critical Mass: 1. Make sure you are really an entrepreneur. If you're mot. shore up the weak areas or find a partner who is s strong in those areas. 2. Make sure you have enough money for six to t\twelve months of expenses. 3. Be profit driven rather than revenue driven. 4. Be able to answer "What do you do?" in one sentence. Develop your point of recognition. 5. Network your way to a great reputation. Develop centers of influence. 6. Add value to your product or service (and to yourself). 7. Get the most out of your business, so it doesn't get you. This is good time management. 8. Enjoy the American Dream."8- "What are you listening for when you speak to a prospect or customer? You're probably listening for the need or the sale, but I want you to listen/or the person. Listen for who the person is. Remember what I said: You want to listen even for what the) don't say, and that comes from focusing your attention on then and on anything you can learn about them as people."9- "Service: 1) Become the expert...2) Develop a reputation for being the best...3) Share what you learn...4) Provide client extras...5) Say thank you."10- "Who You Have to Be: 1) Raise your standards...2) Invest in yourself...3) Decide what you want to be known for."11- "Have a plan. You have to build your own career and resume; no one will do it for you. If it seems that a situation is not allowing you to shine, you are not allowing yourself to shine. Get in touch with why you are where you are in the first place. If it's not the right place, find another. If you feel it's the right place to be, do all you can to be the kind of person who doesn't need to manipulate and scheme to be seen. Have an impact on others through the actions you take and the way you take them. Others will notice; you won't have to point it out."12- "Go from Managing to Being the Manager-as-Coach: 1. Be a model. 2. Take the charge out of your voice. 3. Stick to your new job description (mapping, teaching problem solving, endorsing and correcting behavior). 4. Fine-tune your people skills. 5. Listen for clues as to what hinders others' performance. 6. Welcome aboard, Coach!"13- "It's All in How You See It: 1. Realize

that what keeps you stuck may be an identity issue. 2. Determine which external image or expectation got you stuck. 3. Get at your real motivation for taking on what you have. 4. Choose differently if it will set you free to make a change."14- "Stop Wishing, and Start Turning Around Your Life and Business: 1. Tell the truth to yourself and to everyone else. 2. Get to the source or every symptom. 3. Get plenty of support. 4. Simplify! Downsize! 5. Become profitable immediately (cut expenses, liquidate, moonlight, add products or services). 6. Restore integrity. 7. Put money in the bank. 8. Congratulations; you saved yourself!"15- "Develop Self-Discipline: 1. Make sure you're off adrenaline. 2. Adjust your mind-set; know you deserve the result you want. 3. Make yourself your number one priority. 4. Create your daily framework (a structure to achieve discipline). 5. Get at who you want to be, not just what you want to do. 6. Accept that you may need to find creative solutions to help you. 7. Enjoy knowing you can count on yourself You've got discipline!"16- "Ensure Quality Relationships That Can Rocket You to the Top: 1. Identify what kind of relationships you keep now (energy-draining, energy-dependent, or energy exchange). 2. Refocus all your relationships to the energy-exchange level. 3. Develop your inside ten. 4. Develop and nurture your frontline twenty. 5. Deal with people by being of service. 6. If you are a partner, be a good partner. 7. Refocus envy into a positive emotion. 8. Let your relationships rocket you to the top!"

This was the first book on Coaching & "ra-ra" do-it-yourself coaching - that i bought. I must admit if you're looking for tools & techniques, charts & diagrams - then go somewhere else. But if you want some good, pithy, down to earth, yet optimistic advice about how to change your life - then this is a cracker. I really like Laura's style - she's a bit 'girly' for my liking but i still like what she says - i have the impression if i ever met her - we'd be good friends & would laugh frequently together. She's warm & sensible and i thoroughly enjoyed the book. Again if you're looking for something to propel you into the top 10% coaching revenue earners, with a nifty business plan thrown in - then look elsewhere. This is more like a fireside chat to help you on the way.

This book is wonderful! I am a sales representative and in the midst of getting my MBA. The most dreaded question I get these days from those I care about is "what are you going to do with the MBA?" I've been going through the motions without a clear vision of what I want. This book (the audiotape format fit better into my schedule) has really helped me think through what I want to do, and I'm eager to sit down and do the exercises prescribed to determine my post-MBA path. The message of deciding what you want and going after it is very powerful, and the real-life examples of her clients are encouraging. I'm becoming a believer that coaches shouldn't be left behind when you

leave the high school and college sports teams. Read or Listen to be inspired.

have only skimmed the book so far but plan to apply the principles

Just as Advertised!

AWESOME BOOK! I can only suggest for you to get it, read, think about it and ... take yourself to the top!

I got this first book from curiosity. Good choice even if is written in 1998.Good job Laura!

I read ’s excerpt and a couple of recommendations I thought I could trust before buying this book. It’s worthless, obvious, hype-yourself-up, tired "advice." I resent that it is not worth the cost of shipping to return this book to , because I would otherwise do so. It doesn’t rate space in my collection of thousands, nor would I give it as a gift to anyone I wanted to keep as a friend. I don’t believe it would be of any actual harm, but I wouldn’t want to waste their time. I’m donating the book - perhaps it might help someone who has lived such a stunted life they don’t already know this stuff.

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