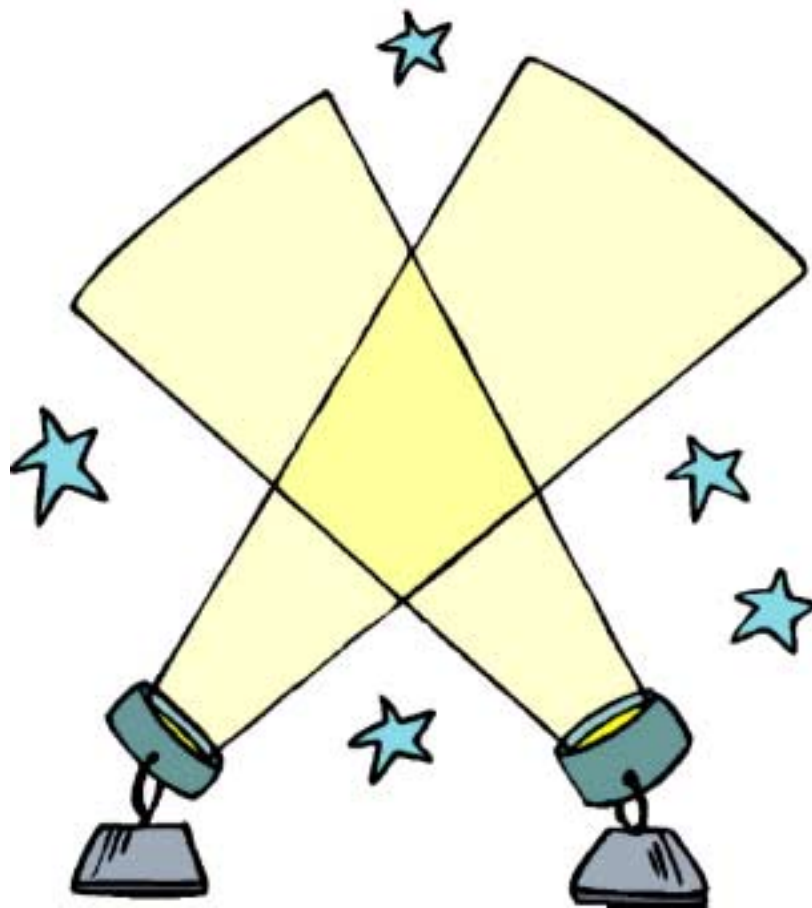


# Spotlight on Business



*2001 A Year in Reviews* by Annette Richmond

## *About the Author*

Annette Richmond is a writer, coach and founder of career-intelligence.com, The smart woman's online career resource. She has experience in career counseling and content development, in the online and print arenas.

Before launching career-intelligence.com, she worked as a vocational counselor for, a New York-based training and placement facility serving the chronically mentally ill. She was instrumental in developing new curriculum and updating the vocational program's assessment tools. It was this position, which led to the development of career-intelligence.com.

Prior to entering the nonprofit sector, she spent several years in the publishing industry. First working as a magazine writer and editor, then as a freelance writer. She gained an in-depth knowledge of the women's magazine industry during a stint as an editorial analyst.

Ms Richmond received a BA in English), from Sacred Heart University; and a MA in Applied Psychology from Fairfield University. She completed both programs with honors. Ms. Richmond is licensed to administer the Myers-Briggs Type Indicator® and the Strong Interest Inventory® Her professional affiliations include: the American Psychological Association, Association for Psychological Type, New York Women in Communications, 9to5 National Association For Working Women and SHRM (Society for Human Resource Management).

She resides in Rowayton, CT, with her husband, Eric, and their four-legged kids (Willow & Kaila). In her spare time she can be found on their boat (weather permitting.)

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# *Spotlight on Business: 2001 A Year in Reviews*

## *Table of Contents*

<i>Introduction</i> .....	4
<i>Be Your Own Mentor</i> .....	5
<i>Erin Brockovich</i> .....	6
<i>EVEolution</i> .....	7
<i>Finding Forester</i> .....	8
<i>Fish!</i> .....	9
<i>5 Steps to Choosing the Right Career</i> .....	10
<i>In the Spotlight</i> .....	11
<i>Make a Name for Yourself</i> .....	12
<i>The New Success Rules for Women</i> .....	13
<i>On Writing Well</i> .....	14
<i>Play Like A Man, Win Like A Woman</i> .....	15
<i>9to5 Guide to Combating Sexual Harassment/ Sexual Harassment</i> .....	16
<i>Remember the Titans</i> .....	17
<i>Sliding Doors</i> .....	18
<i>The Tipping Point</i> .....	19
<i>Who Moved My Cheese?</i> .....	20
<i>Wishcraf</i> .....	21
<i>Work it Out</i> .....	22
<i>Working Girl</i> .....	23
<i>You Forgot Your Skirt Amelia Bloomer!</i> .....	24

## *Introduction*

Over the past year I've read lots of career- and business-related books. Some of them have been entertaining and informative (my favorite combination). Others have not.

Those that have fallen in the latter category, I've kept to myself. The best of the rest I've passed along to career-intelligence.com readers through our Spotlight column. Because I love movies, from time to time, I've included some of those as well.

Readers have recommended some of the books I've read and reviewed. Others I've been lucky enough to stumble across online, at conferences and on bookstore shelves. If I haven't covered your suggestion yet, most likely it's only a matter of time. I'm just getting started on my reading for 2002.

*Spotlight on Business: 2001 A Year in Reviews* includes every review that's appeared on career-intelligence.com this year. Whether you're struggling to get ahead at the office or build your own business I think you'll find something here to inform and inspire you.

I hope you will find these reviews useful. Better yet, I hope these books and movies will help you improve your personal and professional lives.

It's your life make the most of it!



Annette Richmond

Founder & CEO  
career-intelligence.com LLC

## *A Helping Hand*

*Be Your Own Mentor*, by Sheila Wellington

You've probably heard of Catalyst, a non-profit organization that works for the advancement of businesswomen. I've used information from their research studies in several articles for this site. Now, Catalyst has a reference guide.

*Be Your Own Mentor*, by Sheila Wellington, president of Catalyst, is a must for every businesswoman's library. Wellington combines research from several Catalyst studies with insightful interviews. Throughout the book, women in top management positions share their experiences and expertise. Their candid remarks provide a peek inside the upper echelons of the corporate world.

While *Be Your Own Mentor* is designed as a step-by-step guide for advancing in the corporate environment, small business owners also will find lots of helpful advice. Chapters on creating your style, networking and two career marriages, for example, will help you get ahead whether you're a corporate climber or building a business of your own.

Wherever you are right now, *Be Your Own Mentor* is a great reference guide. It's a book you can turn to when you need information on topics such as: negotiating a raise; getting media attention; and the difference between Line Jobs and Staff Jobs. When you need advice, Wellington and Catalyst will be there.

## *Creating Opportunities*

*Erin Brockovich*, starring Julia Roberts

Last summer, I saw *Erin Brockovich* for the first time and I was inspired. Fact-based stories of ordinary people, doing extraordinary things always move me.

The recent Awards buzz prompted me to watch *Erin Brockovich* again. As I watched, I was reminded that the movie tells more than one story. As the movie's tagline says "She brought a small town to its feet and a huge company to its knees." What they don't mention is that in the process she transformed her own life as well.

One of the reasons *Erin Brockovich* succeeded was because she was proactive. She pushed her foot in the proverbial door. Once inside, she wasn't afraid to take on additional responsibilities or ask for a raise when she deserved one. By the final credits, she had created a job and a new life for herself. No less important, she gained the respect she had always wanted.

If you've already seen *Erin Brockovich*, see it again. If not, don't miss it. I guarantee it will inspire you. And a little inspiration sometimes goes a long way.

## *The Power of Woman*

*EVEolution*, by Faith Popcorn and Lys Marigold

Over the last year, several readers have recommended *EVEolution, Understanding Women-Eight Essential Truths that Work in Your Business and Your Life*, by Faith Popcorn and Lys Marigold. The most recent email came from Kathi who wrote “Talk about positive observation, this book strengthens faith in ourselves and our ability to change our world. Not only a must read for women entrepreneurs but for us all!”

With a recommendation like that I expected, *EVEolution* to be first-rate. And, I’m happy to say I wasn’t disappointed. *EVEolution* is a must read for anyone marketing to women. And considering that today women make 80% of the purchasing decisions, that’s just about everyone.

Women will find *EVEolution* filled with useful, thought provoking information and advice. For men it’s one of those rare opportunities to peek into the female mind. While every woman is different – I’m the channel surfer in our house and it drives my husband crazy – most of Popcorn’s observations are right on target.

*EVEolution* is built around Popcorn’s Eight Essential Truths of marketing to women. Each truth is illustrated with real life stores from brands like Starbucks, SnackWell’s and Disney. Starbucks, for example, is used to demonstrate truth number four: Market to Her Peripheral Vision, and She Will See You in a Whole New Light. In this chapter, Popcorn explains how Starbucks goes beyond selling coffee to selling the Starbucks experience. And how this has translated into selling other products like coffee mugs, CDs and coffee for homebrew.

An informative and entertaining read, *EVEolution* is packed with innovative, often easy to implement ideas. But, don’t wait till you’re in a slump to pick up your copy. It’s never too early to start thinking ahead.

## *The Gifts of Mentoring*

*Finding Forrester*, starring Sean Connery

Mentoring seems to be becoming one of our most popular buzzwords. I've heard women talk about it at career conferences. I've read about it in several career books too. Often, it's referred to as a way for women to get ahead without benefit of the "old boys network."

Depending on your situation, an ideal mentor already has managed move up the corporate ladder or build his or her own business. They will be there to counsel and advise you, open doors for you and be one of your biggest cheerleaders. In short: they will show you the ropes.

Many successful women say that having a mentor has helped them immeasurably. But despite all this talk, what's rarely mentioned is how mentoring benefits the mentor. Which is one of the overriding themes of *Finding Forrester*.

*Finding Forrester* was one of last year's little movies. While, I'm not sure that anything with Sean Connery at the helm can really be called small, I managed to miss it among the bigger, flashier films that were released at about the same time. And I'm guessing you probably did too.

*Finding Forrester* is about the bond between Forrester, a Pulitzer-prize winning author, and Jamal, a brilliant scholar-athlete. An unusual first meeting leads to a mentor/mentee relationship that will change both of their lives. As the now reclusive Forrester nurtures Jamal's budding talent he rediscovers himself.

Headed by Connery, the cast includes newcomer Rob Brown and Anna Paquin. Next time you're looking for something different, pick up a copy of *Finding Forrester*. It's one of those little movies that will inspire and charm you.



## *Gone Fishing*

*Fish!*, by Stephen C. Lundin, Ph.D., Harry Paul and John Christensen

Is your office a prison? A dungeon? Maybe, a Toxic Waste Dump? Well, you're not alone. Lots of people spend five days a week just waiting for the weekend.

But, before you start to look for a new job, try thinking about what you can do to turn your workplace around. That's where *Fish! A Remarkable Way to Boost Moral and Improve Results* comes in.

On the recommendation of Christine G., I picked up a copy of *Fish!* With all the reading, I do, at first what appealed to me most was its size: It's a mere 107 pages. But, I discovered that this book is small only on the outside.

An entertaining parable, *Fish!* is the story of a fictional supervisor faced with the daunting task of turning an unmotivated and uncooperative department into an enthusiastic and effective team. One day the manager is caught by the energy of Pike Place Fish, a real-life, and world-famous, market in Seattle, Washington. The truths she learns are based on lessons learned from the actual fishmongers.

Written by Stephen C. Lundin, Ph.D., Harry Paul and John Christensen, *Fish!* is built on the idea that changing your attitude can change your life. It goes on to show how incorporating play into your workday, including your customers/clients in the fun and living in the present can make any job more enjoyable.

Like many great books, the lessons in *Fish!* can be easily applied to your personal and professional lives. So, if you believe that you, your family, your colleagues or your staff can use a little energizing, relax and spend a few hours Fishing.

## *Making Choices*

*5 Steps to Choosing the Right Career*, by Annette Richmond

For once, I'm going to step away from the usual book or movie review found in this section. Because in this issue, I want to tell you about my new eBook, *5 Steps to Choosing the Right Career*.

Today there are lots of career books on the market. Many promote the theory that taking time for self-assessment and research are essential to finding the right career. They propose that the right career is one that engages your mind, uses your talents and supports your values. This book is one of them.

*5 Steps to Choosing the Right Career* is designed as an interactive workbook, which will guide you through the career selection process. In this book you will find information and exercises that I have discovered while working with clients and developing career-intelligence.com.

You'll learn how assessments like the Myers-Briggs Type Indicator® (MBTI), Strong Interest Inventory® and Holland Self-Directed Search® can help with your career exploration process. Our quick estimators will even give you the chance to see how some of these assessments actually work. The research section includes a few additional resources not found on the website.

Change is never easy. *5 Steps to Choosing the Right Career* can help you get started on your new career path today.

## *Conquering Stage Fright*

*In the Spotlight*, by Janet Esposito

It's been reported that most people dread public speaking. You've probably heard the joke; that most people would rather be in the casket than be giving the eulogy at someone else's funeral. If that sounds like you, *In the Spotlight: Overcome Your Fear of Public Speaking and Performing* may be just what you're looking for.

Filled with practical advice and proven relaxation techniques, *In the Spotlight*, by Janet Esposito, can help whether you suffer from out-and-out panic or just butterflies doing the hokey-pokey in your stomach. Esposito begins by describing the symptoms of fear and the harmful effects of negative self-talk. You know that critical little voice in your head that says you'll forget what to say, look utterly foolish and maybe even faint if you dare to step up to the podium.

One of my favorite chapters is It's Not About Me. Here Esposito discusses how the self-focusing and internal preoccupation associated with the anxiety of public speaking can create a cycle of negativity. She explains how to break this cycle by moving your focus off you and on to your audience. In subsequent chapters, she provides information on various relaxation techniques and insight into uncovering the root of your fears.

I met Janet Esposito at a recent women's conference where she and a colleague, Ruth Sherman, were giving a workshop on presentation skills. Both women were informative and entertaining: a winning combination in my book. Their practical advice led me to pick up a copy of *In the Spotlight*.

Imagine my surprise when I discovered that it was Esposito's own stage fright that led to the development of her two-day seminars and eventually her book. If you're looking for practical advice from a therapist who's been there, pick up a copy of *In the Spotlight*. It can help you get those butterflies under control.

## *Building Brand You*

*Make a Name for Yourself*, by Robin Fisher Roffer

Do you think of yourself as a brand? As a living, breathing commodity that you are trying to sell? If you answered no, maybe it's time to change your thinking. Maybe it's time to develop Brand You. That's the premise behind Robin Fisher Roffer's new book *Make a Name for Yourself*.

As you know, I read lots of career-related books. I try to pass along the best ones through this column. Well, *Make a Name for Yourself* has fast become one of my favorites. Roffer uses easily recognizable examples like Oprah and Madonna to explain the concept of having a personal brand. She then takes you step-by step through the process of developing and marketing your own brand.

In *Make a Name for Yourself*, Roffer covers everything from defining your dreams to packaging your brand to coming up with a strategy for success. Each chapter is designed to cover one step. But, Roffer goes beyond the basics. The chapter on packaging your brand, for example, talks about more than clothes and personal style. It also touches on business cards, resumes, websites and other promotional tools.

Part teacher, part cheerleader, Roffer encourages us to discover who we are and be true to that self. She educates and inspires with examples from real women's lives, hers and others. Whether you're a corporate animal or flying on your own, *Make a Name for Yourself* can help you get where you want to go.

If you're in the market for an entertaining and informative summer read, pick up a copy of *Make a Name for Yourself*. Take this book along on vacation and you may come back ready to conquer the world.

## *Tales from the Trenches*

*The New Success Rules for Women*, by Susan L. Abrams

Every bookstore business section is filled with *how to succeed* books. Some educate. Some inspire. Some are even fun to read. Once in awhile you come across a book that manages to do all three.

*The New Success Rules for Women* by Susan L. Abrams is one of those gems. For the book, Abrams interviewed 45 women who have started at the bottom and worked their way up to the top of their professions. Each took time out from a busy schedule to share her experiences and insights.

But, what I found most impressive was the number of women who generously shared their *learning* experiences as well as their triumphs. Sure it's valuable to learn how women have achieved success. But it's even more valuable to hear an honest account of someone's sometimes-bumpy ride to the top.

Part coach, part teacher, with a little philosopher thrown in, *The New Success Rules for Women* focuses on ten career strategies. The book is broken down into ten topics ranging from problem solving to networking to the importance of asking for what you want. As the end of each chapter Abrams leaves you with a brief summary, highlighting the important points.

Whether you're just starting out or already climbing the corporate ladder, *The New Success Rules for Women* will give you a leg up.

## *Learning the Craft*

*On Writing Well*, by William Zinsser

Everybody thinks they can write. And the truth is they can. Unfortunately, many people also believe that haphazardly slapping their ideas down on paper is good enough. It's not. Writing well takes time, discipline and lots of practice.

Whether you're a professional or fledgling writer, *On Writing Well, The classic Guide to Writing Nonfiction* by William Zinsser can help you become a better one. We have two copies of Zinsser's book in our house. One is an old dog-eared copy from my days as an English major. The other is a recent edition that one of my husband's past employers gave to every executive on the payroll. It's that good.

Unlike many writing guides, *On Writing Well* is engaging and informative. Beginning with basic writing principles, Zinsser covers everything from eliminating the clutter in your writing to conducting an interview to developing your voice. In Part III, he discusses several types of writing including: technology, travel and humor. There's also a section on business writing.

*The Sound of Your Voice* is my favorite chapter. Here Zinsser suggests ways to develop your writer's voice. In the process, he points out several common writing snafus. He begins with this advice, "Don't alter your voice to fit your subject. Develop one voice that readers will recognize when they hear it on the page, a voice that's enjoyable not only in its musical line but in its avoidance of sounds that would cheapen its tone: breeziness and condescension and clichés."

*On Writing Well* is a must read for anyone who wants to be a better writer. If your copy is gathering dust on your bookshelf, it's probably time to take it down and read it again. Your writing will be better for it.

## *Playing By The Rules*

*Play Like A Man, Win Like A Woman*, by Gail Evans

Despite the fact that we've made it to the next millennium, in many ways business is still a man's world. And one of the biggest barriers we face are our male colleagues' perceptions.

So what can we do? According to Gail Evans one way to overcome these barriers is by learning to think like a man. No, that doesn't mean giving up our female advantage. It means understanding male perception. Learning the unwritten rules of business in order to even the playing field.

In *Play Like A Man, Win Like A Woman* Evans discusses the different ways men and women approach business situations. Using humor and candor, she explains the importance of adopting several innately male behaviors like team playing, risk taking and speaking up for what you want. Evans also notes several things that men can do at the office but women can't (like wearing sloppy attire).

*Play Like A Man, Win Like A Woman* is an engaging read, which illustrates how women sabotage themselves at the office and provides practical advice on how to succeed. If you've spent any time in the workforce, I think you'll identify with many of the book's examples. Just like I did.

## *Dealing with Sexual Harassment*

*9to5 Guide to Combating Sexual Harassment*, by Ellen Bravo and Ellen Cassedy & *Sexual Harassment*, by Tracy O'Shea and Jane LaLonde

When we first started career-intelligence.com, I wanted to include information on recognizing and dealing with sexual harassment because the information didn't seem readily available elsewhere. I never imagined how busy that section would be. Before starting this company, I had no idea how prevalent sexual harassment is in our workplace.

Nearly, 65% of our September poll's respondents say they have experienced sexual harassment on the job. Only 4% have responded no. The rest are unsure. For all of these reasons, I decided to Spotlight two books I've read on the subject.

One is *The 9 to 5 Guide to Combating Sexual Harassment* by Ellen Bravo and Ellen Cassedy. Produced by the National Organization for Women, this book will help you understand what sexual harassment is, what it is not and what you can do about it. In addition to providing information on what the law says, this guide is filled with the experiences of women across the country. One of the most powerful chapters is *Effects of Sexual Harassment*, where women from all walks of life share their stories.

The other is *Sexual Harassment, A practical guide to the law, your rights, and your options for taking action*, by Tracy O'Shea and Jane LaLonde. Like the 9 to 5 guide, this book also includes basic information on sexual harassment laws. However, since *Sexual Harassment* evolved from the authors' experiences, it has a more personal tone. Throughout the book each woman shares how the harassment affected her, why she took legal action and how she was able to move on.

Both of these books are interesting reads, packed with information. Both will help you understand what sexual harassment is under the law. Both will help you through the legal process. But, if you want to be really informed I recommend reading them both.



## *Come Together*

*Remember the Titans*, starring Denzel Washington

*EVEolution* by Faith Popcorn was originally slated for this issue's Spotlight. That changed last week when I had a couple of teeth pulled. While I was recuperating, I happened to see a little movie called *Remember the Titans*. And I wanted to take this opportunity to share it.

The phrase "little movie" associated with anything starring academy award-winning actor Denzel Washington is somewhat of an oxymoron. I almost missed *Remember the Titans* because I mistakenly dismissed it as a football movie. And yes, to a degree *Remember the Titans* is about football.

*Remember the Titans* also is about overcoming prejudice. Based on the 1971 integration of T.C. Williams High School in Alexandria, Virginia, it's the story of how an angry, resentful, intolerant group of guys becomes an undefeated championship team. It's about courage, character, and conquest. It's about our ability to change. And the endurance of the human spirit.

Sprinkled with wonderful "moments," *Remember the Titans* will surprise and inspire you. On a professional level, it illustrates the benefits of being part of a cohesive team. And provides a couple of tips on how to create one. Hint: get to know each other, learn to appreciate your differences. Personally, it shows the importance of respect. And demonstrates that while one person can make a difference, two or more working together can accomplish even more.

If you doubt that changing your attitude can change a life, yours or somebody else's, take a look at *Remember the Titans*. In two hours, it will change your mind. At the very least, it will change your mindset.

## *What if ?*

*Sliding Doors*, starring Gwyneth Paltrow

Have you ever lost your job? I have. And it really doesn't matter if you're fired or laid off or your company closes, the result the same. One day you have a job, the next day you don't.

Being suddenly out of work is unsettling, to say the least. But it can be a great learning experience and, if you're lucky, an opportunity to grow as well. Which leads me to this issue's Spotlight, *Sliding Doors*.

*Sliding Doors* is a movie about "what ifs?" What if you lost your job and came home early? What if you missed the subway? What if you took a chance on yourself?

As you've probably guessed, Helen, our lead character, loses her job. In fact, she's unceremoniously ousted bright and early on a Monday morning. (It happens in the first five minutes, so I'm not giving anything away here.)

While *Sliding Doors* prevailing theme is how a tiny twist of fate can change your life, it's also about what you can do when you believe in yourself. When you have people who encourage you to take control of your life and be everything you want to be. Instead of being surrounded by those who let you settle for whatever you can get.

*Sliding Doors* is a warm, funny and touching movie with a great cast (Gwyneth Paltrow, John Hannah). It never fails to make me smile. I think this movie will brighten your day as well. And maybe even get you to think, "What if?"

## *Turning the Tide*

*The Tipping Point*, by Malcolm Gladwell

A couple of weeks ago, my husband asked me to pick up a book for him. This wasn't a book we could order online; he wanted to read it yesterday. Much to my surprise the sales woman raved about the book when I bought it. And my husband tore through it in just a couple of days.

Naturally, I had to read it too. While there are many great books on the market, it isn't often I find one that's valuable whether you are in business or in business for yourself. Whether you're a woman or a man.

However, *The Tipping Point, How Little Things Can Make a Big Difference*, by Malcolm Gladwell is one of them. In the book, Gladwell uses various examples to explain how we are influenced by our surroundings; our situation and the people around us.

Ever heard of Paul Revere? Of course you have. Every American school child grows up learning about the midnight ride of Paul Revere. And how his ride changed the course of history. But I'll bet you didn't know that Paul Revere wasn't the only rider sent to rouse the neighboring towns and ready them to meet the British. So how come you've never heard of William Dawes? It's because Revere was a *connector* and a *maven*.

A fascinating read, *The Tipping Point*, draws on examples from recent and not so recent history, to demonstrate the significance of peer pressure, social context and having the right connections. This book is a must for anyone interested in how society works, why people behave the way they do and how little things can, and do, make a difference.

## *Changes*

*Who Moved My Cheese?*, by Spencer Johnson, MD

Last month I attended a career conference for women. Listening to the attendee's questions and the panelist's responses, I noticed that two recurring themes were *making your own breaks* and *change*.

When asked about the uncertainties of changing jobs, one of the panelists mentioned, *Who Moved My Cheese?* She was talking about leaving a position she'd held for several years. She had a great offer. And she knew it was time for a change. But, like most of us, the prospect of change made her a bit nervous.

Right before Anna started her new job her husband brought home *Who Moved My Cheese?* by Spencer Johnson, MD. That night the two of them read it together. And the story helped change her perspective. With a recommendation like that, I had to read it.

*Who Moved My Cheese?* is a simple parable that provides some unique insights into the truth about change. It's about four characters – two mice, named Sniff and Scurry and two little guys named Hem and Haw – who live in a *Maze*. They spend their days looking for the *Cheese* that feeds them and makes them happy.

The Cheese symbolizes what we want out of life. The Maze is a metaphor for where we look for what we want. When the characters are suddenly faced with change. Some are ready. Others are not. The book chronicles one character's progress and eventual triumph. And the lessons he learns along the way.

An entertaining read, *Who Moved My Cheese?* will help you cope with change in every area of your life. After all, there's no escaping it. To paraphrase a Greek philosopher, the only constant in life is change. (Heraclitus)

## *Fulfilling Dreams*

*Wishcraft*, by Barbara Sher

Lot's of new career-planning titles hit the bookstores every year. Over the last few months, I recommended a few. And even created a workbook myself.

Still, there's a lot to be said for those tried and true books that people have been reading and referring to for years. One of my favorites is *Wishcraft: How to Get What You Really Want* by Barbara Sher.

Billed as a guide to making dreams come true, *Wishcraft* offers some practical advice on self-assessment, brainstorming, goal setting and finding that extra time to work towards your goal. The first half of the book is devoted to discovering what you want out of life. The second half provides advice on how to get it.

One of my favorite chapters is Barn-Raising. Based on the old-time tradition of pooling resources to build a home, this new version gets people together to build a dream. Sher suggests organizing Barn-Raising groups to brainstorm, create strategies, swap services and exchange contacts. Having a good time is a bonus.

As somewhat of a non-linear thinker, I also found Sher's idea of using flow charts for brainstorming and goal planning extremely useful. Using a visual framework instead of a list provides a different perspective. And looking at anything in a new way is often just what's needed.

If you've never read *Wishcraft*, put it on your reading list. If you've read it before, it may be time to read it again. You may just get some new ideas, like I did.

## *Making It Work*

*Work it Out*, by Sandra Krebs Hirsh, with Jane A.G. Kise

Are you having trouble communicating at the office? Do you feel like your boss doesn't appreciate you? Or like your partner needs to get her head out of the clouds? Well, understanding Myers-Briggs Type Theory can help you understand why you find it more difficult to work with some people than with others.

If you're looking for clues on how to solve your people problems at the office, *Work it Out* may provide just the help you need. Today there are lots of books on Type theory. Many of them are quite informative. A few are particularly enjoyable and easy to understand.

*Work it Out*, by Sandra Krebs Hirsh, with Jane A.G. Kise, is one of the better ones. Hirsh weaves workplace difficulties into mini mysteries to illustrate our different communication, data gathering, time management and decision-making styles. One chapter (The Case of the Communication Conundrum), for example, focuses on the problems that arise when a team comprised of half Introverts (who prefer to think about a project) and half Extroverts (who would rather talk about a project) try to work together.

Written with humor and candor, *Work it Out* will teach while entertaining you. It is sure to provide you with valuable lessons learned from easily recognizable workplace situations. It will also give you the opportunity to take a good look at yourself. Which is always the best way to start.

## *Take a Lesson*

*Working Girl*, starring Melanie Griffin

Got two hours? Get a quick lesson in getting ahead by watching *Working Girl*. Recently released DVD, this film has long been one of my favorites. Always inspiring and entertaining, *Working Girl* can teach you some valuable business lessons in just one sitting.

Just in case you've never seen or heard of this movie, *Working Girl* is about Tess an administrative assistant trying to edge her way onto the management track. Not surprisingly there are many obstacles in her path. Through a series of events, some quite humorous, Tess gets the opportunity to get into the game. The catch is, she needs to take a big chance to pull it off.

Besides being a wonderful vehicle for Melanie Griffin, in the leading role, Harrison Ford and Sigourney Weaver, *Working Girl* illustrates several principles of business success.

Whether you're working for a large company or out on your own:

- The right image helps you get your foot in the door
- Who you know is as important as what you know
- Getting ahead involves taking risks
- You never know where your next great idea will come from
- Choose your alliances wisely
- Be ready, just in case opportunity knocks
- Stepping on others will come back to haunt you

And maybe the most important thing: Never give up.

Next time you need some motivation, inspiration or just a small kick in the pants, stop by the video store and pick up *Working Girl*. You can pick up a lot in just one rainy afternoon.

## *Women Who Change The World*

*You Forgot Your Dress Amelia Bloomer!* written by Shana Corey and illustrated by Chesley McLaren

Last week, I attended the New York Women in Communications Matrix Awards. It certainly was a heady experience for me. The honorees were women like Valerie Salembier, vice president and publishing director, *Esquire* Magazine and Lois Smith managing director, PMK Public Relations. The presenters included Barbara Walters and Michelle Pfeiffer. Yes, the two of television and movie fame.

As we left, everyone got a Goody Bag. Stashed on one side was a large, thin book. Further inspection revealed it to be a children's book *You Forgot Your Skirt Amelia Bloomer!* The book took me back to a high school history class. The one that found me doing a presentation on Amelia Bloomer, one of the few women briefly mentioned in my history book.

*You Forgot Your Dress Amelia Bloomer!* written by Shana Corey and illustrated by Chesley McLaren, is the story of an Improper Lady. A woman who founded a newspaper, fought to give women the right to vote, and helped turn women's fashions upside-down. And did all this around the turn of the last century.

If you have a special child in your life, *You Forgot Your Dress Amelia Bloomer!* is a great way to introduce them to women in history. The simple text and colorful illustrations provide a glimpse into the 19<sup>th</sup> Century. When women and girls wore proper clothes. Clothes that made it really hard for little girls to go outside and play.

Perhaps, finding the book in my Goody Bag shouldn't have been such a surprise. After all, the award's theme was Women Who Change the World. And I know Amelia was one of them.



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