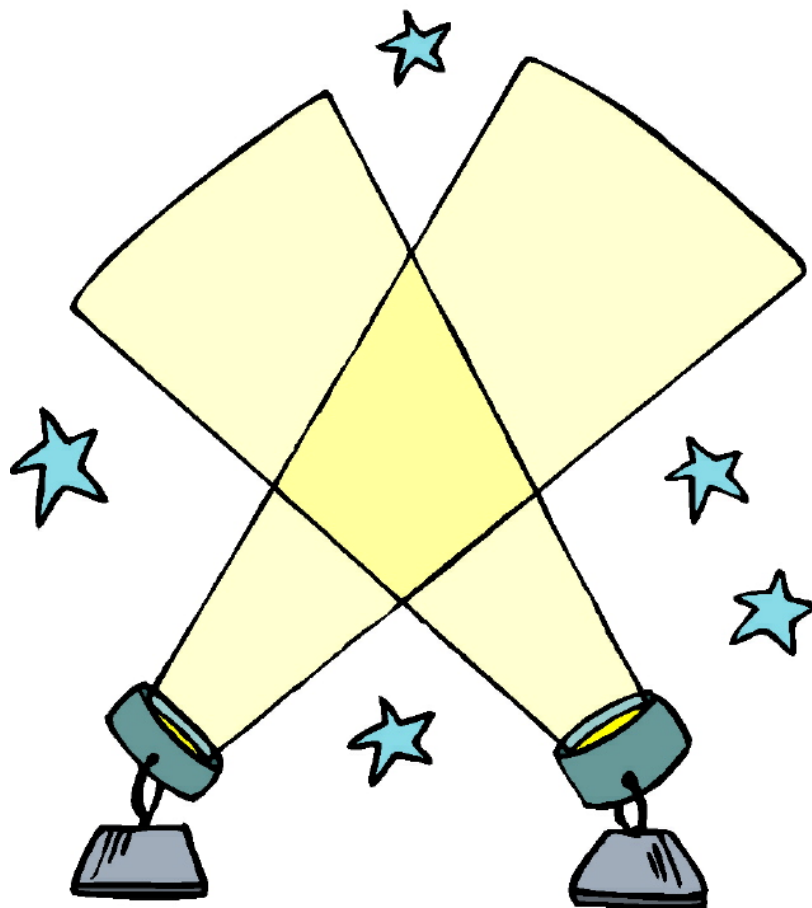


Spotlight on Business



2003 A Year in Reviews by Annette Richmond, MA

Spotlight on Business: 2003 A Year in Reviews

Presented in Alphabetical Order

Introduction

Conversationally Speaking

Feel the Fear and Do It Anyway

Getting Started In Consulting

Gutsy Women

How to Become A Marketing Superstar

How to Succeed in Business Without Working So Damn Hard

How to Win Friends & Influence People

Hug Your Customers

I Don't Know What I Want, But I Know It's Not This

Interview Fitness Training

NonStop Networking

On Writing Well

Play Like A Man, Win Like A Woman

Remember the Titans

Talking From 9 to 5, Women and Men At Work

Think & Grow Rich

Who Moved My Cheese?

Bonus: *Music of the Heart*

Introduction

I can hardly believe that this is the third *Spotlight on Business* ebook. All my life I've loved to read. One of the best parts of this job is getting to read lots of books. Another is having the opportunity to pass my favorites on to you.

As you know, I read dozens of career- and business-related books each year. Those that I have trouble getting through; I keep to myself. The best of the rest I've reviewed in my Spotlight column. Because I love movies, I've included some of them too. In fact, I added a bonus from 2000 at the end of this ebook.

Some of the Spotlight books have been recommended by you, our readers. Sometimes I'm lucky enough to stumble across them online, at conferences and on bookstore shelves. Others have been sent to me by friends and colleagues who also are talented authors.

Spotlight on Business: 2003 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 entertaining. 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!

Happy Holidays!!!

A handwritten signature in black ink, appearing to read 'Annette Richmond', with a long horizontal flourish extending to the right.

Annette Richmond

Founder & CEO
career-intelligence.com, LLC

Communicate!!!

Conversationally Speaking by Alan Garner

Often people ask how I choose books for this column. Finding books for this column is difficult, but not complicated. First, the book must be informative and fun to read. (If I struggle to read the first chapter of a book it goes back on the shelf.) Next, I look for something that will be useful to a wide audience: everyone from entrepreneurs to students to corporate VPs.

While there are tons of books on the market today, it's not easy to meet that criteria. However, sometimes I get lucky and stumble across a gem like *Conversationally Speaking, Tested New Ways to Increase Your Personal and Social Effectiveness*, by Alan Garner.

Conversationally Speaking is a must read for anyone who would like to improve his or her communication skills. Garner starts off discussing the difference between open-ended and closed-ended questions. He goes on to explain how adjusting the way you phrase your questions can dramatically change the information you receive.

Using easily recognizable, often humorous, examples, Garner covers every part of the communication equation from active listening to nonverbal communication to reducing stress in social situations. My favorite chapter, *Resisting Attempts at Manipulation*, will help anyone who's ever reluctantly agreed to do something they didn't want to do.

Whether you're in business for yourself or trying to move up the corporate ladder, having solid communication skills will help you become more successful. Even if you consider yourself to be a good communicator, I promise you'll pick up a few tips from this book. Just like I did.

Face Your Fears

Feel the Fear and Do It Anyway by Susan Jeffers

Nearly everyone I know is afraid of doing something. For some of us it's giving a speech. For others it's exchanging the security of one job for the uncertainty of a new position.

What about you? What are you afraid of? What fears are keeping you from achieving your dreams?

Whatever they are, *Feel the Fear and Do It Anyway* by Susan Jeffers can help you move past your fears and get on with your life. Unlike many authors of self-help books, Jeffers doesn't placate us with empty platitudes. She gets right to the truth of the matter.

In chapter two, *Can't You Make It Go Away?* Jeffers states unequivocally that the only way to conquer your fear is to do whatever it is you're afraid of. Yes, things like positive self-talk and changing your attitude will increase your self-confidence. Which is a good thing. But, the only way to move past your fear is to take action.

Jeffers starts off by explaining Five Truths about Fear: 1) the fear will never go away as long as we continue to grow; 2) the only way to conquer fear is to do whatever you're afraid of doing; 3) the only way to feel better about ourselves is to just do it; 4) we're not the only ones afraid to try something new; and 5) overcoming our fears is easier than living with them.

Throughout the book, Jeffers shares lessons learned in the trenches. Real-life examples of how Jeffers and others have managed to conquer their fears and realize their dreams. A quick and informative read, *Feel the Fear and Do It Anyway*, is guaranteed to help you get unstuck. And that's the first step to getting what you want.

Consulting 101

Getting Started In Consulting by Alan Weiss

We all learn by making mistakes. If we're over the age of three, we know that stepping out of our comfort zone likely means lots of skinned knees. This, unfortunately, holds many of us back.

But, for budding consultants there are several ways to avoid some of the pitfalls. One of them is to find a mentor, or two, who can advise you along the way. Which is what reading *Getting Started In Consulting* by Alan Weiss, PhD is like.

I've been working on my own for the last few years. Luckily, I've had many friends and colleagues around to teach me the basics. Now you can too because much of what I've learned from them can be found in Weiss's book.

Getting Started In Consulting is a must read for beginners. And a good refresher for anyone who sells his or her services. Weiss begins the book by explaining the traits you need to succeed in the consulting business. He goes on to list the steps you can take before you quit your day job.

One of the most valuable chapters is *Establishing Fees, How to Make them Beg to Pay You More*. This chapter is important not only because Weiss addresses a tricky topic, but, because he explains why you should walk away from some clients. Even when you think you need their business.

A straightforward, interesting read, *Getting Started In Consulting* is filled with solid information. While Weiss can't make you an overnight success, his book can help you avoid some of those "wish I knew that before I started my business" moments. Pick up a copy; it's a great way to get a jump on the competition.

Hitting the Road

Gutsy Women by Marybeth Bond

If you've ever browsed the travel section of your local bookstore, you know there are dozens of travel books on the market. Some focus on spa destinations. Some provide a guide to the best retail outlets. And some let you know where your four-legged companion is welcome.

Happily I found a wonderful travel book written specifically for women: *Gutsy Women, More travel tips for the road* by Marybeth Bond. Author of five travel books for women, Bond offers more than basic tips like "keep the bulk of your money in a money belt under your clothes". She shares a multitude of secrets gleaned from many years on the road.

Gutsy Women covers every phase of your journey from the initial planning to readjusting when you return home. Invaluable for the chapter on Safety and Security alone, the book includes:

- The safest hotel rooms for women
- When and how much to tip
- Keeping safe in an unfamiliar environment
- What to pack to help you stay healthy
- How to bargain with street vendors
- Getting the best hotel rate
- Space conscious packing

In addition to basic tips, there are chapters devoted to specific groups including: business travelers, mothers and daughters, older adventurers, solo travelers and people with kids.

Gutsy Women is an insightful, interesting read. Unlike some authors, Bond is not afraid to cover touchy topics like romance on the road (the importance of bringing contraception from home) and mother/daughter travel (the value of planning alone time). The book also is peppered with observations from female travelers of a variety of ages and walks of life.

Pick up a copy of *Gutsy Women* before you start planning your next trip. Frank and funny, Bond is sure to inform and entertain you. Sharing her experiences even may encourage you to travel more often.

Show Me The Money

How To Become A Marketing Superstar by Jeff Fox

Remember the movie *Jerry Maguire*? When Rod Tidwell (played by Cuba Gooding, Jr.) tells Jerry (played by Tom Cruise) to “Show me the money?” Four simple words convey a strong message.

Well, *How To Become A Marketing Superstar, Unexpected Rules that Ring the Cash Register*, by Jeffrey J. Fox, is about showing you how to make the money. In straightforward, jargon-free language Fox cuts through many of the myths and mystiques of marketing.

Throughout *How To Become A Marketing Superstar*, Fox uses real-life examples to illustrate the difference between effective and ineffective marketing. He explains why numbers sell better than adjectives, why “we, me, I, our, us” are bad words, and how to keep your customers happy. Hint: Try being your own customer.

How To Become A Marketing Superstar is a gem. A quick, fun read, packed with solid information. This book is a must for every business owner, marketer, sales pro – anyone who wants to increase their company’s sales.

The Marketing Superstar Challenges were my favorite part of the book. In these chapters, Fox give you a scenario – i.e. a New York City shoe shiner trying to get business in the pouring rain – and asks you to come up with a way to bring in business. For each challenge he also provides an inexpensive, easy-to-implement answer.

For days after finishing this book, I kept hearing Fox’s musically inspired phrase, “It don’t mean a thing if it don’t go ka-ching!” Marketing made simple. Makes sense to me.

Take A Break

How To Succeed In Business Without Working So Damn Hard by Robert Kriegel

If you feel like your workdays are getting longer you're not alone. For most of us the 35 or even 40-hour workweek is a distant memory. To make matters worse despite the fact that we're working longer hours we're getting less done.

Recently, I discovered a few ways to cut my hours while still achieving my goals. How did I do that? The first step was reading, *How To Succeed In Business Without Working So Damn Hard, Rethinking The Rules, Reinventing The Game*, by Robert J. Kriegel, PhD.

While conventional thinking tells us that keeping our nose to the grindstone is the only way to get ahead, Kriegel says otherwise. He suggests, "listening down" (getting ideas from your staffers), "working easier" (relaxing for better results) and "accepting failure" (the biggest mistake is not making any).

Many of us fall into the trap of doing the same things over and over even if we're not successful. It's the old "try, try again" syndrome. Unfortunately, we try again the exact same way. In my favorite chapter, *Think Like A Beginner*, Kriegel reminds us to constantly look at things with new eyes. His suggestions include bringing your child to work and looking at your business through her eyes.

Filled with practical advice and inspiring anecdotes *How To succeed In Business Without Working So Damn Hard* belongs on every business bookshelf. Whatever you're doing Kriegel can help you accomplish more, often, in less time. Do more in less time. Works for me.

Have It Your Way

How to Win Friends & Influence People by Dale Carnegie

While some self-help books get old, others become classics. Originally published in 1936, *How to Win Friends & Influence People* by Dale Carnegie is one of the classics.

Everyone – from my dentist to a waitress at Bertucci’s – had something positive to say when they saw me reading this book. Most often the comment was, “Great Book!” I heartily agree.

In *How to Win Friends & Influence People*, Carnegie begins by covering two things that are important to all of us: 1) how to get people to like us and 2) how to get them to do what we want. He concludes with an essential: How to change people without offending them. Hint: Being nice goes a long way.

Using real-life examples to illustrate his points, Carnegie offers 22 principals that you can use to get better results in every part of your life. My favorite section is *Six Ways to Make People Like You*, which includes chapters on how to be considered a great conversationalist and why it’s important it is to remember people’s names.

This struck a cord with me because I often was guilty of forgetting names. It was a bad habit I finally realized I needed to break. And I have found that taking the time to remember, and use, people’s names is well worth the effort.

Always practical, often humorous, *How to Win Friends & Influence People* already is one of my favorites. A book destined to be thumbed through and reread often. Because it’s filled with simple truths which will never go out of style.

New Meaning of Hug

Hug Your Customers by Jack Mitchell

Today there are hundreds of business books on the market. Many of them promise to help you increase sales by developing better business relationships. Some deliver, others do not.

Having just finished *Hug Your Customers, The Proven Way To Personalize Sales And Achieve Astounding Results* by Jack Mitchell, I can't personally vouch for increased sales. However, I can say that Mitchell's of Westport is one of the most successful businesses in our area.

Based on my experience I imagine that's because shopping there is so delightful even if you're not one of their biggest customers. Like many businesses, the Mitchell philosophy begins at the top. Unlike most businesses, if you visit on Saturday you'll likely find CEO Jack Mitchell working the floor.

In *Hug Your Customers* Mitchell shares the secrets that have built Mitchells of Westport from a tiny mom-and-pop shop into two thriving businesses, Mitchells and Greenwich-based Richards. While much of the book focuses on developing customer relationships, Mitchell explains how to "Hug" your staff as well. He shares the importance of empowering employees and how to build a cohesive team.

With today's uncertain economy, for example, many employees are afraid of losing their jobs. Some of them are so afraid of losing their jobs they are unable to do their jobs. At Mitchells associates are encouraged to try new ideas even if that means making mistakes. In fact, Mitchell spends an entire section of the book, *We Love Mistakes*, explaining "What to do when you mess up."

Hug Your Customers is a great read whether you work for a large corporation or run your own business. While some of the information relates directly to retail, the majority of Mitchell's advice is transferable to any industry. Pick up a copy today, I promise you'll pick up a tip or two. And have fun doing it.

Evaluating You

I Don't Know What I Want, But I Know It's Not This by Julie Jansen

There are lots of career coaches around today. Some have great credentials. Others do not. One thing that sets them apart is that the good ones will tell you up front that the only person who can decide which career is best for you is you.

If you're not unhappy with your job I have a great new book for you: *I Don't Know What I Want But I Know It's Not This, A Step-by-Step guide to Finding Gratifying Work* by Julie Jansen. Reading this book is like spending several sessions with a career coach. A really good career coach.

Like many career planning books on the market, *I Don't Know What I Want But I Know It's Not This* is filled with self-assessment exercises. What makes this book different is that Jansen provides assessment exercises based on your circumstances. There are six situations to choose from:

- Where's the Meaning?
- Been There, Done That, but Still Need to Earn
- Bruised and Gun-shy
- Bored and Plateaued
- Yearning to Be on Your Own
- One Toe in the Retirement Pool

Everyone who's been laid off can benefit from Bruised and Gun-shy. In this chapter, Jansen examines the emotional impact of losing a job. She also explains a few things to look for in your next position. Hint: be sure you're a good fit with the company culture.

A book and workbook rolled into one, *I Don't Know What I Want But I Know It's Not This* can help you plan your next step whether you want to change careers or start your own business. Pick up your copy today; it's almost like having your own career coach.

Basic Training

Interview Fitness Training by Carole Martin

One of the scariest parts of the hiring process is the interview. We can hire someone to write our resume. We can work with an agency or recruiter who will set up meeting with a potential employer. But, when it comes to the interview we're on our own.

Not any more. If you're familiar with this column, you know my favorite business books are quick reads that provide valuable information. Well, *Interview Fitness Training* by Carole Martin certainly fits the bill.

Designed as a workbook, *Interview Fitness Training* covers every aspect of the interview process. Martin covers everything from how to deal with anxiety to answering with difficult questions to negotiating your salary. Exercises at the end of each section let you practice what you've learned.

In *The Product – You*, Martin explains the behavioral interview process. Which if you haven't interviewed in a while may come as somewhat of a surprise. Instead of asking, "What if . . ." the interviewer says, "Give me an example of . . ." The premise is that if you've had previous success in a particular situation you will likely succeed in similar circumstances. Martin's step-by-step example takes you through every step of telling your success story.

While there are many good career books on the market, this is one of the few I've seen that focuses on the interview process. Filled with practical advice and real-life success stories, *Interview Fitness Training* will get you ready to "knock their socks off."

Luck Is What You Make It

NonStop Networking by Andrea Nierenberg

Since launching career-intelligence.com, I've focused a lot of attention on networking. That's because developing mutually beneficial relationships is the single most effective way to meet your personal and professional goals.

Nearly everyone knows it's important to network. But, many of us are not comfortable meeting new people. Even if we are great at "working the room" we may fall flat when it comes to following up.

Well, I have a fast-reading, informative, little gem that can teach you every step of the networking process: *Nonstop Networking, How To Improve Your Life, Luck and Career* by Andrea R. Nierenberg.

Nonstop Networking covers every aspect of the networking process from meeting people to getting to know them to keeping in touch with those near and far. While learning basic networking techniques is important, Andrea goes beyond the fundamentals. She explains different communication styles and describes the type of people you need in your network. And because, as Andrea says, "we are all shy in some situations" there's a special section for Introverts.

I can't take credit for finding *Nonstop Networking*; I met Andrea two years ago at a weeklong training. We hit it off and have kept in touch by phone and email. Over the years she's been a valuable resource and I was delighted to learn that she was writing this book.

Over the past few years, I've grown a great deal personally and professionally, primarily through networking. But, developing relationships isn't always easy. That's why I found Andrea's systems for keeping your network alive and organizing your contacts particularly valuable.

Nonstop Networking is filled with practical advice and entertaining anecdotes delivered in Andrea's warm, gracious style. Whatever your expertise, *Nonstop Networking* can take you to the next level. I know it taught me a thing or two.

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.

(I read this book when it first came out. Now that it's available in paperback there's no reason to miss out.)

Come Together

Remember the Titans starring Denzel Washington

Our economy is going through a rough time. Lots of people are out of work. Many more are being forced to accomplish the same amount of work with a smaller staff. Across the country moral is low. For this reason, I decided to pull *Remember the Titans* from our archives.

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*. Rent it over the upcoming holiday weekend. In two hours, it will change your mind. At the very least, it will change your mindset.

He Said, She Said

Talking From 9 to 5 by Deborah Tannen

Earlier this month, I was facilitating a communication workshop. As I began to discuss gender differences several participants mentioned Deborah Tannen's books. Based on their enthusiastic recommendations, I picked up a copy of *Talking From 9 to 5, Women and Men at Work*.

And I'm glad I did. *Talking From 9 to 5* is a great read for everyone, a must for every workingwoman. Adding insightful commentary to real-life examples, Tannen sheds light on many women's issues including why women are not promoted as often as men and why they regularly earn less than their male counterparts.

While the book examines universal subjects like conversation rituals and communication barriers, several sections focus specifically on gender issues. *The Glass Ceiling* is one of my favorite chapters. Here, Tannen illustrates how gender differences can hold women back in the workplace. She says, for example, that many men are more likely to use the pronoun "I" in situations where many women would say "we." This choice of pronoun often causes women to receive less recognition for their achievements. Tannen says, "By talking in ways that seemed to her appropriate to avoid sounding arrogant, she was inadvertently camouflaging her achievements and lessening the chances they would be recognized."

The last chapter, *Who Gets Heard?*, is for everyone who's ever felt ignored at meetings. Tannen provides a few strategies – like enlisting others to build on your ideas – to get your points across. She also suggests ways to facilitate meetings so that everyone has the opportunity to be heard.

Whether you're in business for yourself or working in a corporate environment, *Talking From 9 to 5* can help you get better results. While Tannen doesn't recommend changing the way you communicate, she does suggest that understanding other styles will help level the playing field. And that's all anyone can ask.

Using Your Brain

Think & Grow Rich by Napoleon Hill

While some self-help books become dated, others become classics. A few months ago, I recommended *How to Win Friends & Influence People* by Dale Carnegie originally published in 1936. Well, *Think & Grow Rich* by Napoleon Hill, is another classic.

You've probably already heard of this book. In fact, many of the principals found in *Think & Grow Rich* will sound familiar. That's because they have been used by many motivational experts over the last 20 years. They are also the principals many famous people credit for their success.

In *Think & Grow Rich*, Hill goes through thirteen steps to success. Three that you can put into practice immediately are autosuggestion, decision and the subconscious mind. If you've ever meditated you already know the power of affirmations. Hill explains how to distill what you want into a concrete statement that will help you focus on getting what you desire.

If you're stuck in a rut, it may be the inability to make a decision and act on it that's keeping you there. In Chapter 7, Hill illustrated the power of a "made up mind." You may be surprised to see how powerful a decision can be.

Finally, any athlete can tell you the power of the subconscious mind. He or she knows the importance of blocking out negative thoughts and harnessing positive emotions.

While not as easy to get going, Hill also explains the power you can unleash with a Mastermind group. A Mastermind being a group of people with similar values and a variety of abilities who can, and will, work together to help each other reach his or her goals. On a personal note, I know several people who have found participating in such a group to be invaluable.

While some of the language is old-fashioned, the principals in *Think & Grow Rich* will never go out of style. I'm sure you will find this book a valuable read. I know I did.

Changes

Who Moved My Cheese? by Spencer Johnson

A couple of years ago 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)

Make Your Own Kind Of Music

Music of the Heart starring Meryl Streep

Have you ever felt that things were so bad; they really couldn't get much worse? Even if we'd rather not admit it, most of us have been there. Sometimes more than once. Well next time you have one of those days, or weeks, renew yourself with *Music of the Heart*.

If you haven't seen this movie, I'm not surprised. But, it's too bad because you have missed a gem. Based on a documentary, the film tells the story of a woman who manages to get her life back and achieve a lifelong dream. Along the way, she happens to change the lives of many of her students as well.

Music of the Heart celebrates the human spirit's triumph over adversity, tragedy and ignorance. Perhaps because it is a true story, our heroine is a three-dimensional woman who falls down often. She just manages to get up more. The sometimes-remarkable students are portrayed as honest and captivating and not always loveable.

Led by Meryl Streep, this first-rate cast is rounded-out by Angela Bassett and Gloria Estefan in what I believe is her first movie roll. If you need a lift or a little inspiration take a break with *Music of the Heart*. I think it will surprise you.

About the Author

Annette Richmond, MA, is a nationally known professional development specialist who is dedicated to helping people improve their business relationships. She does this by delivering seminars designed to help people appreciate different personality styles, enhance their communication skills and achieve their goals.

Ms. Richmond is founder of career-intelligence.com and principal of Rowayton-based Richmond Consulting Group, which provides guidance, workshops and seminars with a focus on communication, leadership, team building and goal setting. A dynamic and engaging speaker, consultant and writer, she is author of several publications and interactive workbooks. She is editor of *The Career Intelligencer*, a rapidly growing electronic newsletter, and publisher of The Richmond Report, a quarterly newsletter for HR professionals.

Ms. Richmond's professional development advice has been widely quoted in the media including *SELF*, *FOLIO*, *ePregnancy Magazine*, *Florida Today*, *San Diego Transcript* and *Wall Street Journal's CareerJournal* and *CollegeJournal*. Locally, her comments have appeared in *The Hour*, *Stamford Advocate*, *Connecticut Post*, *Fairfield County Business Journal*, *Westchester County Business Journal* and on WICC radio.

Launched in July 2000, Ms. Richmond's web site (career-intelligence.com) currently offers cutting-edge, savvy career guidance, motivation, information and resources to over twenty thousand visitors from around the world each month. It has been cited as an important career-management resource by organizations including the prestigious Riley Guide, Catalyst, the Yale School of Management, Massachusetts Institute of Technology, *The Washington Post*, *The Detroit News* and *The Atlanta Journal Constitution*. Citing its "terrific tools and services," The Riley Guide called it a "one-stop shop for career and life management."

Ms. Richmond holds a BA from Sacred Heart University and an MA in Applied Psychology from Fairfield University. She is trained and licensed to administer assessments including the Myers-Briggs Type Indicator® (MBTI) and the Strong Interest Inventory®, tools that she often uses in her consulting practice.

Prior to striking out on her own, Ms. Richmond gained experience in mass market publishing in the magazine industry, first as a writer and editor of a trade magazine, and later as co-founder and editor of the successful online travel magazine *Destinations*. After receiving her Master's degree, Ms. Richmond worked as a counselor/trainer at a non-profit training and placement facility. Applying this experience to her career management consulting practice, she developed career-intelligence.com and Richmond Consulting Group.

Along with managing her businesses, Ms. Richmond has served as adjunct lecturer in the University of New Haven School of Business, Department of Communication. She writes a monthly career-management column for *The Hour*, a Connecticut daily newspaper. And occasionally contributes articles to the *Fairfield County Business Journal*.

Ms. Richmond's professional affiliations include the American Psychological Association, Association for Psychological Type, American Society for Training & Development and Society for Human Resource Management. Currently, she is on the Board of the Fairfield Network of Executive Women. A Fairfield County native, she resides in Rowayton, Connecticut.

Published by



© Copyright 2003

reserved. No part of this book may be reproduced without written permission of the author.

Annette Richmond All rights