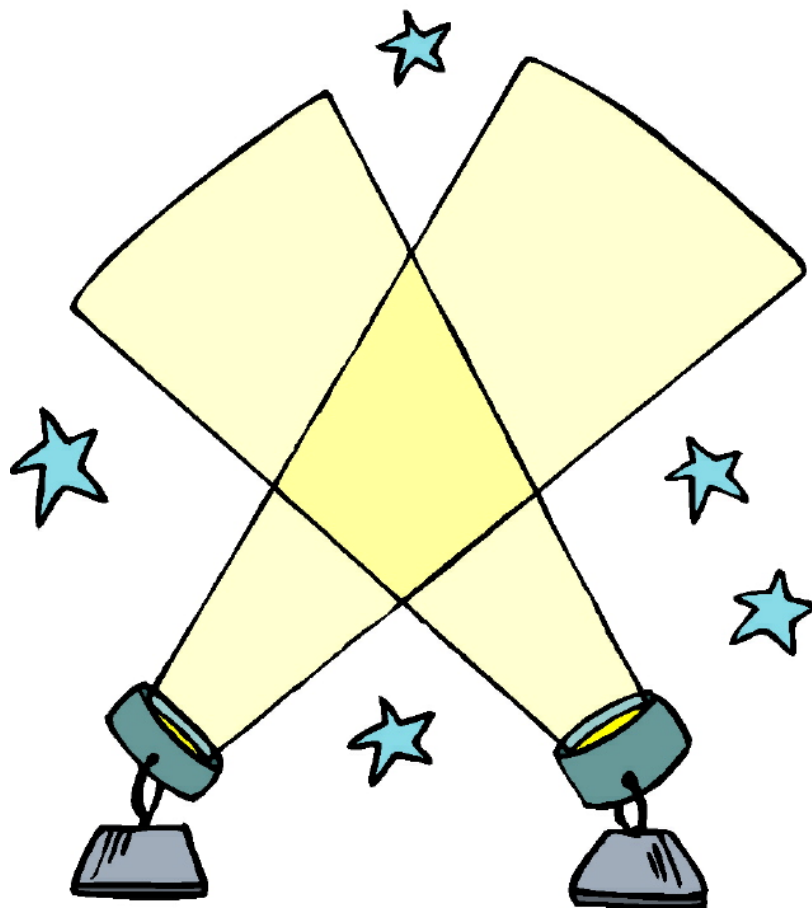


Spotlight on Business



Selected Reviews by Annette Richmond, MA

Spotlight on Business: Selected Reviews

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Introduction

Over the past several years, 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 I had trouble getting through; I've kept to myself. The best of the rest I've passed along to you through my Spotlight column. Because I love movies, I've included some of them too.

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 2005.

Spotlight on Business: Selected Reviews includes an assortment of reviews that have appeared on career-intelligence.com over the last few years. 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!

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

Annette Richmond

Founder & CEO
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Minding Your Manners

At Ease Professionally by Hilka Klinkenberg

Everyone needs some sort of reference library. While I have several shelves of business-related books (many read for this column) there are a few I continually rely on when I need information.

At Ease. . . Professionally, An Etiquette Guide for the Business Arena by Hilka Klinkenberg is one of those books. Although it's billed as an etiquette guide, Klinkenberg covers everything from making a business introduction to making conversation. Don't worry if you don't have time to read it cover to cover, the chapters are arranged by topic for easy reference.

If you think proper etiquette is strictly for the over-sixty set, here are a few of the things *At Ease. . . Professionally* can teach you:

- Which of the bread plates on the crowded luncheon table is yours
- Who picks up the tab at a business lunch, regardless of who invited who
- The correct way to extend and respond to invitations
- Gift-giving protocol for clients and colleagues
- Who and how much to tip when you're traveling
- How to work effectively with an interpreter

While *At Ease. . . Professionally*, is for everyone, Klinkenberg includes one chapter specifically for women. *Women at Work* focuses on several gender-specific business issues. For example, what to do if you find yourself seated at a table with the wives while your male assistant is dining with the host. Hint: prepare your assistant in advance.

Whatever your position, good etiquette can help you move up the food chain. Remember, it's not just who you know, but, who knows you. Be sure you're not known for your bad manners.

Different Drummers

Do What You Are by Paul D. Tieger & Barbara Barron-Tieger

Are you happy in your current career? Or do you feel like you're missing something, but you're not sure exactly what? If this sounds like you, you'd probably benefit from exploring personality type. It can help explain why people like to do different things and sometimes have trouble communicating.

If you're curious, about your personality type and how it may affect your career satisfaction, I recommend taking a look at *Do What You Are, Discover the Perfect Career for You Through the Secrets of Personality Type*, by Paul D. Tieger & Barbara Barron-Tieger. It's a great resource whether you know your Myers-Briggs Type or not.

Do What You Are describes the different dimensions of personality type. It can help you understand things like why you prefer to work independently, in a quiet setting. Or why you need to have lots of interaction with others during the day.

An engaging read, *Do What You Are* is full of real-life scenarios, which make the information personally relevant and easy to understand. It lists careers each of the sixteen MBTI® types might find enjoyable. And provides insight into what each type needs in a job to achieve satisfaction.

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.

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.

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.

Working It

How to Work a Room by Susan RoAne

If you're over eighteen, someone somewhere has told you about the value of networking. It's the best way to find another job, to get new clients, etc. And it is.

You've probably also heard that networking has evolved from "what's in it for me?" to a "what's in it for us?" attitude. In short, the new improved philosophy is to create mutually beneficial relationships with likeminded people. Unfortunately, what no one explained is just how to go about it. That's where Susan RoAne comes in.

In *How to Work a Room, The Ultimate Guide to Savvy Socializing In Person and Online*, RoAne explains how to make the most of every business and social situation. With wit and humor, RoAne takes you step-by-step through the process of networking from facing your fears to preparing small talk to developing relationships.

Filled with practical advice, *How to Work A Room* is a great handbook. In the first section, Get Ready!, RoAne talks about the five roadblocks to meeting people and how to overcome them. For instance, most of us learn it's better to be safe than sorry. Wrong! As RoAne suggests think of risk as a challenge, "If you don't take the risk and reach out to new people, you never make new friends or new contacts. Most of us are strong enough to withstand a temporarily chipped ego."

Many *networking* books tell you it's important to shake hands and make small talk. RoAne explains how to shake hands. Practice a firm, not fierce, handshake. She also shares a few secrets for a lively conversation. Hint: go to every event prepared with three pieces of small talk.

As you've probably guessed, *How To Work A Room* already is one of my favorites. I learned a lot from Susan RoAne. And I bet you can too.

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.

***First published in 2001, Make a Name for Yourself was released in paperback January 2002. This book remains one of my favorites, now's your chance to pick up a copy at almost half price!*

No Sweat

Never Let'em See You Sweat by Phil Slott

Speaking in public makes most people nervous. 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. I think that may be true. Last year, I recommended a book on overcoming stage fright (*In the Spotlight*). Shortly after my review was published I received several emails thanking me for the resource.

Well, if the idea of speaking to a group of five or five thousand makes your stomach start to do the Macarena, I have another book for you: *Never Let'em See You Sweat: A Tranquilizer for Presenters*. Written by former advertising exec Phil Slott, this pocket-sized book covers everything from how to be a memorable speaker to how to handle hecklers.

Unlike many books on the market, Slott skips the platitudes and gets right to the good stuff; i.e. practical advice you can really use. For example, if someone in the audience attacks your idea Slott suggests turning the tables with "You're right this is a lousy idea, maybe you can give us a better one."

Designed for easy reference, *Never Let'em See You Sweat* is divided into 20 brief chapters, each covering a specific area. In chapter six, *Never Drown In a Sea of Faces*, for example, Slott shares several ways to connect with a crowd. (My favorite suggestion is talk to people in the audience before a presentation.) This format makes it easy to go back review any problem areas you may have.

Whether you're presenting to clients, colleagues or the whole company, *Never Let'em See You Sweat* can help you become more comfortable as a speaker. And being comfortable is one of the things that makes a good speaker great.

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.

It Only Takes A Minute

The One Minute Manager by Kenneth Blanchard and Spencer Johnson

Ever since I reviewed *Who Moved My Cheese?* I've been looking forward to reading *The One Minute Manager*. Well just like *Who Moved My Cheese?*, *The One Minute Manager* is truly a gem. Its simple truths can be easily translated to everyone's personal and professional lives.

A long-time best seller, *The One Minute Manager* is a story about a young man searching for the perfect manager: One that's not too people centered. And not too focused on the bottom line. One that's just right.

While on his journey the young man learns several important lessons. Two of the most basic truths being that happy people are more productive and it's easier to do a good job when you know what you're supposed to be doing.

My favorite part of the book is found in the *Third Secret: One Minute Reprimands*. In this chapter, one of the characters introduces an unusual philosophy: Win or Break Even. All of our lives we learn that when we ask for something we either win or lose. If we get what we want, we win. If we don't, we lose. But, here the thinking is that we either Win or Break Even. If we get what we want we Win. If we don't we're no worse off than before, we Break Even.

Written by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D., *The One Minute Manager* is grounded behavior therapy. Despite being fun and easy to read, it's filled with practical advice.

The One Minute Manager is a must read for anyone who wants to simplify their life and get more done in less time. Pick up a copy today; you'll be glad you did. I promise.

Dare to Dream

The Rookie starring Dennis Quaid

It's been about a year since I ran a movie in this column. But, sometimes a movie comes along that provides as much inspiration as a 300-page self-help book. Sometimes a movie can help us push harder to realize our dreams. Such a movie is this issue's Spotlight: *The Rookie*.

Some people might consider *The Rookie* a guy's movie because it's about baseball. Yes, baseball. But, more than that, *The Rookie* is about never giving up on your dream.

In 1999, Jim Morris was a 35 year-old father, teacher and high-school coach. Years earlier a shoulder injury had ended his career as a minor league player. And ended any dreams of making it to the major leagues.

Now Morris was coaching a continually losing high-school baseball team. One day as he was talking to his team about the importance of dreams and hard work they turned the tables on him. They challenged him with a bet: If they won the district championship he would try out for the majors.

When the team goes from worst to first, Morris, played by Dennis Quaid, has to keep his end of the bargain. So with kids in tow he heads off to a major league try out. And ends up becoming the oldest rookie in the major leagues.

The Rookie is an uplifting, heartwarming story about not giving up your dreams. It's about taking a chance and following your heart. Most of all, it's about giving your all to achieve your dream.

Even if you've seen *The Rookie*, take two hours to see it again. Sometimes a little inspiration is all we need to make some needed changes in our own lives.

Sharing Secrets

The Secrets of Savvy Networking by Susan RoAne

Several weeks ago, I recommended Susan RoAne's *How to Work a Room, The Ultimate Guide to Savvy Socializing In Person and Online*. It's a fun read, with lots of tips on how to be cool and confident in a room full of strangers.

Today, I'd like to tell you about RoAne's *The Secrets of Savvy Networking, How To Make The Best Connections – For Business And Personal Success*. In this follow-up, RoAne shares strategies for keeping track of business cards, remembering who's who, and staying in touch after the event.

The Secrets of Savvy Networking discusses the risks and rewards of making referrals. And the importance of saying "thank you" when someone refers a client to you. In chapter seven, *Thanks for the Memories*, RoAne illustrates this point with the story of a speaker who lost additional bookings (at several thousand dollars a pop) because he didn't bother to thank his benefactor. As RoAne says, "If you have time to receive help, favors, gifts, advice, you would be wise to make time to give acknowledgements".

My favorite section is chapter five, *Paying Up Pays Off*. Here, RoAne explains the fundamentals of reciprocity. Hint: when you use a favor, you owe a favor. Besides being the right thing to do, when you don't pay up word gets around. She also includes a few ways to keep track of your "markers".

Frank, funny and filled with practical advice, *The Secrets of Savvy Networking* tells you how to go beyond making connections. RoAne explains the long-term process of developing mutually beneficial relationships. And that's what good networking is really all about.

Getting Out There

Sell Yourself Without Selling Your Soul by Susan Harrow

Many of us equate getting publicity with shamelessly hawking our product or ourselves. We view promotion as a necessary evil. And end up doing as little as possible.

If this sounds like you help is here. In her new book, *Sell Yourself Without Selling Your Soul, A Woman's Guide to Promoting Herself, Her Business, Her Product, or Her Cause with Integrity and Spirit*, Susan Harrow takes you step-by-step through the public relations' process.

As you probably know, there are lots of books on generating media interest. Most cover basics like writing press releases and developing relationships with the press. Harrow takes the time to go deeper. Getting into topics like discovering your publicity style and understanding what may be holding you back.

Written in a warm, conversational style, *Sell Yourself Without Selling Your Soul* takes the mystery out of public relations. Harrow takes you through every aspect of the PR process including:

- Creating a powerful media kit
- Developing a marketing plan that's right for you
- Writing and sending press releases
- Getting booked on local and national talk shows (like Oprah)
- Gaining visibility through public speaking
- Preparing for print, radio and television interviews

Sell Yourself Without Selling Your Soul is one of the most helpful marketing and publicity books I've read. A thirteen-year veteran of the public relations business, Harrow helps you define your goals and guides you every step of the way. What more can you ask for?

Soul Food

Seven Soulful Secrets by Stephanie Stokes Oliver

If you can use a little insight and inspiration, I've got a great new book for you: *Seven Soulful Secrets, For Finding Your Purpose and Minding Your Mission* by Stephanie Stokes Oliver.

Written in a soft, soothing style, *Seven Soulful Secrets* provides nourishment for the body, mind and spirit. From start to finish this book focuses on helping you find your purpose - purpose being what you were born to do. However, Oliver is careful to point out that taking care of you is an important part of the equation. Unless you take care of yourself you will not be able to take care of anyone else.

One of the things I like best about *Seven Soulful Secrets* is its tone. Each chapter is heartfelt and thoughtful. Many of the illustrations come from Oliver's own life, which makes reading this book like hearing advice from a longtime friend. One who is ready to share what she's learned in order to help you along life's way.

Oliver is quick to point out, most of what's in her book is common sense, but not common practice. As someone who works everyday of the week, my favorite chapter is Relaxation. Here Oliver reminds us to make time to rejuvenate. And offers practical advice on how to do it.

Filled with simple truths and moments of insight, *Seven Soulful Secrets* is about discovering who you are. It's about finding your path. And changing yourself from the inside out. Which is the best way to be sure you're "keeping it real".

Speaking Out

7 Steps to Fearless Speaking by Lilyan Wilder

There are few things that can elevate your career to a higher level more than the ability to speak in public. Whether you're speaking to a group of five or fifty. In the workplace, this includes things like presenting material to other departments and making a sales pitch to clients. If you're an entrepreneur, it may mean giving a presentation at your association's monthly dinner.

Unfortunately, speaking to an audience is the Number One fear of American adults, according to a study published in the *Book of Lists*. And I believe it. Last year, I recommended a book on overcoming stage fright (*In the Spotlight*). That review prompted more email responses than any *Spotlight* to date.

If the idea of public speaking has you shaking, I've found another resource *7 Steps to Fearless Speaking* by longtime broadcast coach Lilyan Wilder. Unlike some authors who focus on either overcoming stage fright or strengthening your presentation skills, Wilder does both.

In *7 Steps to Fearless Speaking*, Wilder begins by naming some of the fears many of us have about public speaking. Everything from "I'll look stupid" to "I'll lose my job." The rest of the book addresses overcoming these fears while becoming a better speaker.

My favorite chapter is, *Achieve Your Higher Objective*. Also known as speaking from the heart. Here Wilder explains how to realize your values and incorporate them into your presentation. She also shares ways to dialogue with your audience instead of talking at them.

Designed as a workshop, *7 Steps to Fearless Speaking* is filled with assignments and exercises to help you develop your skills. Wilder covers everything from facilitating a meeting to planning a presentation on short notice using real-life examples to illustrate her points.

Whatever your experience *7 Steps to Fearless Speaking* can help you become a more polished presenter. It can help you speak with persuasion and conviction. And passion is what makes a good speaker great.

You Can Do It

Soul Proprietor by Jane Pollak

As you know, I read lots of books for this column. Some provide great information. Others are warm, witty and inspirational. Once in a while, I'm lucky enough to come across a book that is informative, inspirational and fun to read. *Soul Proprietor* is one of those gems.

Unlike many books for entrepreneurs, *Soul Proprietor, 101 Lessons from a Lifestyle Entrepreneur* by Jane Pollak is not another "how to". It's much better than that. Reading *Soul Proprietor* is like sitting with a wise mentor. One who is happy to share her experiences. More importantly, one who is willing to go beyond sharing her success stories and tell you about her learning experiences. You know, the ones that didn't quite turn out as planned.

Pollak says that if she can create a flourishing business out of decorating eggs, you can make a business out of anything. In *Soul Proprietor* Pollak shares lessons learned on her journey from fledgling artist to successful entrepreneur. Lessons like how to be taken seriously and stepping out of your comfort zone to overcome your fears. At the end of each story is the message "see I did it, you can too."

With all the success stories on the market today, *Soul Proprietor* is a refreshing opportunity to gain insights from the successful entrepreneur next door. Whether you're a long-time business owner or inexperienced wannabe, Pollak's stories will inspire you to pursue your dreams. Pick up a copy, read one lesson each day. It will change you and your business for the better.

Talking Type

Type Talk by Otto Kroeger and Jane M. Thuesen

Can you read people? Do you know what your boss expects from you? Do you know what your clients really want? If you answered no to any of these questions Type theory can help.

Type theory can help you become a better communicator. It can help you understand how people get information and make decisions. It can help you recognize different work styles. And being able to read people makes it easier to get what you want.

If all this sounds appealing, pick up a copy of *Type Talk: The 16 Personality Types That Determine How We Live, Love and Work* by Otto Kroeger and Janet M. Thuesen. It's one of the best books about Type theory on the market.

Last year I had the pleasure of hearing Kroeger speak at an Association for Psychological Type (APT) dinner. In addition to being one of the most respected authorities on Type theory, Kroeger is an entertaining and engaging speaker. And lucky for us, his knowledge and personality jump off the pages of this book.

Type Talk begins by explaining the differences between the eight preferences. Subsequent chapters discuss how to use Type theory at home and the office. Chapter six, *Typewatching from 9 to 5*, covers how personality type affects the way we set goals and manage our time. It also goes over ways to resolve conflict between the various Types.

Filled with easy to recognize, often-humorous examples, *Type Talk* will help you understand why your friends, colleagues and family members behave the way they do. It also will help you become a better communicator. And being able to communicate is the first step to getting along.

More Talking Type

Type Talk At Work by Otto Kroeger and Janet M. Thuesen

Do you know what makes your clients tick? What your boss bases her decisions on? How to communicate with colleagues? Myers-Briggs Type Theory can help you answer any or all of these questions.

Besides helping you understand yourself, Type theory can help you understand the people you work with. This understanding can help you communicate more effectively, resolve conflicts more quickly and recognize different time-management styles. In short, it can help you get the results you want.

That's where *Type Talk At Work: How The 16 Personality Types Determine Your Success on the Job* by Otto Kroeger and Janet M. Thuesen comes in. It's specifically designed to help you recognize and appreciate similarities and differences in the workplace.

I've had the pleasure of hearing Kroeger speak. In addition to being one of the most respected authorities on Type theory, Kroeger is an entertaining and engaging speaker. Happily his knowledge and personality jump off the pages of all his books.

From cover to cover, *Type Talk At Work* focuses on the business world. Part 1 explains the basics of Type theory and the "Typewatching" process. Part 2 discusses how to apply this information to ten areas including problem solving, team building, time management, conflict resolution and sales. Part 3 provides in-depth profiles of each of the sixteen Types at work.

While there's no substitute for attending a Myers-Briggs team-building workshop, *Type Talk At Work* runs a close second. Filled with easy to recognize, often-humorous examples, *Type Talk* will help you understand why your clients and co-workers behave the way they do. And being able to understand each other is the first step to getting along.

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.

About the Author

Annette Richmond, MA, is a writer, speaker and coach. She is also the founder of career-intelligence.com a one-stop online career resource. Since receiving her master's in psychology, she has been helping people become more successful in their personal and professional lives.

An engaging speaker, Ms. Richmond gives interactive seminars on networking. She also facilitates team-building and self-awareness workshops using the Myers-Briggs Type Indicator (MBTI). Ms. Richmond has offered career-management advice in national magazines including *Self* and *Folio*.

Under Ms. Richmond's direction, career-intelligence.com has garnered many accolades. Numerous institutions, including Catalyst, a nonprofit research and advisory organization, The Riley Guide, and the Yale School of Management, have recommended the site. It also has been noted as a resource in major publications like the *Washington Post*, *Detroit News* and *Atlanta Journal Constitution*.

Ms. Richmond holds a BA, from Sacred Heart University; and a MA in Applied Psychology from Fairfield University. She is trained and licensed to administer the Myers-Briggs Type Indicator® (MBTI). Her professional affiliations include: the American Psychological Association, Association for Psychological Type, and Society for Human Resource Management. Locally, she serves on the board of Fairfield Network of Executive Women and the public relations committee of Women in 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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