

The 4 Keys to Career Success

By Phil Gale

A simple formula for a successful career search

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INTRODUCTION

The Future is Good

The Past is Gone

The Time is Now

Action Happens Today!

Dear Professional:

I wanted to start this booklet with a personal message to you. There are a number of reasons why we would want to read a booklet on successful career development, one of which is because we're looking for assistance in a job or career search. Seems obvious I know, but how many other books, articles, seminars, tapes or counsellors have been consulted, and yet here we are doing more research! There is a mountain of good information from all those resources, but unless we know the keys to a successful career search, all that good advice is redundant.

Many people find the career of their dreams, but they only do so after following specific steps, which lead to the successful conclusion of the project. Hundreds of books are available to inform you of those steps, but I am going to tell you something that none of them cover. There are keys to success in the job market, and unless those keys are utilized, there is a great likelihood of ending up in a job whose sole purpose is paying the rent!

Just over 10 years ago, I discovered the key to my own success in the world of work. Results became a reality when I started to implement that key, and not before! Since that time, I have discovered other keys which when followed consistently, will lead you to the same place I am now. Doing what you love!

In the following sections, I will reveal the *4 Keys to Career Success* and the formula which when put into practice, will lead to success.



The Job of Your Dreams

I have known people who possess great skill and experience in their field of work, who have utilized all the required tools, but still fail to secure employment. Why? Because they did not use the keys I discovered, that would ensure their success! When good job search tools, such as networking are employed (excuse the pun), together with *4 Keys to Career Success*, appropriate and fulfilling work can result in the job of your dreams. Yes! The job of your dreams.

The problem of job-search isn't in the tools, it's in their application. Just like the man who purchased a new car, and kept it in the garage all day. He had the capacity to travel far and wide, but he chose not to use it. He never actually drove it anywhere! He had the tools, but didn't use them. Any—and I mean ANY career-related book has the same potential as the undriven car. If the owner fails to use it, it will stay on the shelf and collect dust.

Use it—Or Lose It

I remember a story a few years ago, about a street person who regularly walked the pavements of a middle-size town, pushing a shopping cart looking for scrap. He sported a beard and moustache, dirty, unkempt clothes, tired old shoes on his feet, and kept his pants up with string. He was a well-known figure among the townsfolk. Never caused any trouble, never begged for money, always quiet, and minded his own business.

When this kindly old man died, he left a fortune. No joke, he was loaded. Why did he not use his money to buy clothes, leather shoes, a nice car, expensive home, and all the luxuries wealth can provide? Only he knows the answer. But one lesson we can learn, is that all the treasure in the world is of no use unless we use it. And use it wisely!

The First Vital Key

We have just seen that owning something valuable is not the same as using it. It doesn't benefit us or anyone else, if it stays locked in a garage all its life. Granted, if you buy a Van Gogh, and lock it in the cellar for 50 years, it could realize a large profit if sold. But I don't own an artistic relic, and I suspect that neither do you. But we do own something that could be utilized if only we knew how. There is a tremendous treasury within your grasp, that is hidden beneath all that knowledge and , just waiting for you to open the lid and let it out. The only obstacle—is you!

A Common Achilles Heel

I had a man in my office a while ago, who was over 50, and had just lost his job through downsizing. He was smart, presentable, dedicated to the task of looking for work, persistent in his job search, and by all accounts had a good record as a salesman. But he couldn't find a job.

"I'm over 50, and they don't want to hire you once you're over 50!"

I heard that statement so often, it wasn't difficult to see his problem. What was his Achilles heel?

No—not his age, his attitude!

Attitude

Attitude is all in the mind. That's where it all starts. And here is where we begin to see *The 4 Keys to Career Success*. The first key in the formula fits logically at the beginning, and all the other keys follow like pieces in a jigsaw puzzle. Once complete, we can sit back and see the whole picture from a totally different perspective. Formulae are like baking recipes, if we leave out one ingredient, it affects the outcome of the product.

Years ago, I worked in a bakery baking cakes, pastries and bread. I have lost count of the number of times someone forgot to put yeast in the bread dough. Yeast, as you probably know, aerates the mix, and without it, the bread stays flat and dull. The solution was to collect all the unbaked loaves, throw them back in the mixer, and add yeast. In short—start again! Following a successful pathway to a career is like that; it requires all of the ingredients to bring about a desired result. And that is how I came to develop the successful formula which is going to help you, if you use it.

The First Key—A Positive Mind

A job seeker must possess a professional approach to the task. Aptly named because of the attitude of mind that needs to be adopted, in order to carry out the required steps to employment. As I'm sure you already know, any project that you hope to complete must start with a positive attitude of mind in a professional way. And nowhere is that more appropriate than in the field of employment.

Research shows, that when employers in North America were polled as to the most important characteristic they were looking for in an employee, the vast majority stated attitude as number one. No surprises there! I wonder what the results would show if successful job seekers were polled, and asked what they thought made the difference between success and failure in getting a job. Experience



shows that *A Positive Mind* would lead the way to fulfilling a career dream. How can anyone expect to achieve anything if they start out thinking of failure. Thomas Edison discovered 2000 ways NOT to make to light-bulb. He started out by being determined to find a way to harness electricity into a bulb of glass to make light. He employed *A Positive Mind*. There was no turning back until he had reached his goal...and the rest is history.

When a person exercises a positive mind, he knows what he wants, and is determined to get it. Of all the positive attributes required to achieve success in any field, perseverance, drive, or resourcefulness for example, the first rung of the ladder has to be in the mind. We need to be convinced that our efforts will be rewarded by the attainment of our goal. Success on any level is born out of a positive mind; that what we seek and work towards will be worth all the effort.

In the next section, we will look at the next step in our formula for career success. In sequence, key number two will continue on where key one leaves off. Whereas the positive mind is encapsulated in our own thinking, key number two begins to affect the people around us, to a mutually beneficial advantage. It evolves from the first key, and demonstrates that it is indeed working effectively.



THE SECOND KEY

Genuine Positivity

Have you ever walked into a store, to be greeted by a clerk who displays joy and happiness on her face? Look into her eyes, and you can see them smiling. For some, a smile goes no higher than the lips, and is indicative of a cover-up for real feelings. But when the eyes shine and light up like the sun, the smile comes right from the heart. They mean it. They like you and are pleased to see you. The genuine smile cannot be hidden, and becomes very infectious to the surrounding people. It too comes from a positive, happy mind, which expects the best from the world around. Our next key, is a close relation to the smile; is equally infectious, and is an expression of that which is etched imperviously on the heart. It gushes forth from a confident, exuberant mind bent on good things.

For those who are blessed with children, you will be familiar with the experience of picking them up from school after they have had a remarkable day. Perhaps it was an examination passed; or a new friend gained; a first place in a race or a glowing report from a teacher. What happens when they get into the car? You couldn't shut them up if you wanted to. Words flow from their little mouths with such ease, they almost sound like a politician on the campaign trail. Words of joy; words of happiness; words of expression that flood out from the mind.

The Second Key

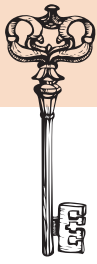
You have probably guessed already that I am leading to *Positive Talk*. Once we have engaged the mind into positive thinking mode, what leaps from our lips only serves to confirm what is going on deep within the heart. If the mind has decided on a predetermined move towards a new job or career, then the mouth will have no problem in expressing that to potential employers. The networking process, which most of us in employment circles are aware of, becomes an extremely enjoyable task, when *Positive Talk*, coming from a *positive mind* drives us towards our goal.

My father could sell ice to Eskimos, given the chance. He was an extremely successful salesman, whose customers were converted into friends. He is a classic example of *A Positive Mind* which generates *Positive Talk*. People liked him, and so they bought his products. He displayed certain strategic sales tactics which only yielded one result. Sales! He used to tell me "In order to sell your products, first of all you have to sell yourself." How true, and how applicable to the field of work and career search. Before a potential employer seriously considers someone for a job, he wants to meet him/her. It is the responsibility of the job-seeker to sell themselves to the employer. And that is done through *Positive Talk*.

The Destination of Our Dreams

Positive talk is uplifting, sincere, genuine, honest and clear. The positive speaker attracts more of the same in response. Like a mirror, it reflects back to us, and enhances everything we do. It almost forces the other party to respond in like fashion, similar to the effect of a hypnotist on a subject. The employer becomes entranced with uplifting speech and sincerity. Positive talk leads us along the pathway to the destination of our dreams. Ultimately, almost no-one can resist it, and it will eventually lead to the discovery and development of our own hidden potential.





THE THIRD KEY

The Third Vital Key

By this time, you have probably jumped ahead of me, to guess what the third key might be. It certainly flows from *The Positive Mind* which generates *Positive Talk*, and takes the next step in our formula. So far, we have seen how much our attitude of mind can impact upon our lives. If we start out negatively, we will only achieve negative results. But, a positive mind starts a process that is unrelenting until it reaches its goal. We have also looked at what the positive mind generates in our attitude towards other people. We talk positively. We beam with enthusiasm for the task in hand. Our positive talk also generates a response which is almost equal to our own, in that it has the capacity to bring out the best in others.

So far, our formula is working. The results of research show categorically that people who consistently display positive attributes, attract positive results to themselves. Many a successful businessman credits his success to a belief in his ideas and goals. Salesmen will proffer the fact that their positive talk and demeanor was responsible for persuading customers and clients to invest in their products and services. In both cases, it is infectious.

Inspired To Make Changes

As the *The Positive Mind* generates *Positive Talk*, the next step in the formula will serve to enhance the effect of the previous two keys. Have you ever listened to a highly effective motivational speaker, who inspired you so much that you began to practice what he taught? Did you change your eating habits, or start investing your money more wisely? Did you start an exercise program or go to the gym? Or maybe you became a better parent or spouse? Perhaps you read a book on ‘goal-setting’ and immediately set goals for the future. Whatever it was, no doubt you have experienced the change that can take place after a positive motivational force has inspired you to take action.

The Third Key

I had a nagging problem once which wouldn’t go away. No matter what I tried, I couldn’t solve it. I became frustrated, which in itself became another problem that I had to deal with. The method I used for dealing with it, was to keep looking for the solution. And I did. I read books, researched on the Internet, interviewed specialists in their field; in fact I thought I tried everything. This was ongoing for a number of years, but I continued to wrestle with the problem. Finally, I saw light at the end of

the tunnel, and proceeded towards it. In fact, I ran towards the light once I'd seen it, and nothing could prevent me from getting out of that tunnel to bathe and wallow in the light.

I was motivated to action!

The third vital key in our formula therefore is *Positive Action*.

This is the *third key to career success*. Action. Each step of you own personal career action-plan will be done positively, when you start off with this formula. *A Positive Mind Generates Positive Talk, Leading To Positive Action*. If you find yourself getting negative during any part of your campaign, go back to the beginning, and regenerate the *Positive Mind*. It happens. People get tired, or sick, or fed up and discouraged. Most people do. It's a fact of life. But the key to maintaining it is to re-establish the roots in your mind. Once that is achieved, all obstacles become challenges to be dealt with.

One Step at A Time

Sir Edmund Hillary and Sherpa Tensing climbed Mount Everest one step at a time, taking each overhang, ice wall and rock face as it came. *Positive Action*, repeated time and again enabled them to reach the summit. Rome wasn't built in a day, and neither was a successful career change. Each step requires another step to follow on. Have you ever wondered who we have to thank for landing on the moon? Nasa, John F. Kennedy, John Glen?

How about the Wright Brothers? They contended with negative attitudes, and negative talk. People around them said it was impossible. They also faced negative actions through their trials and errors. But undaunted, they employed *Positive Minds Which Generated Positive Talk, And Lead to Positive Action*. ...and the rest is history!

This leads us to the fourth and final *key of career success*.



THE FOURTH KEY

Unlike the previous three keys, this particular one is the culmination of practicing the first 3. Having employed a *Positive Mind, Positive Talk and Positive Action*, we can almost sit back and wait to see what happens. But, as mentioned in the previous chapter, Everest was conquered one step at a time. If we can see the goal to which we are aiming, we continue walking until we get there. But what if the summit is hazy and unclear? How do we know where it is? As long as your summit is clear in your mind, when you see it, you will recognize it. But we have to push on until we reach it.



The Fourth Key

We can control where we're going, but not how long it will take to get there. The Wright Brothers knew what they were aiming at, but they didn't know when they would get there. It could be said that Edison was fumbling about in the dark trying to make a light bulb. Suddenly, a light went on, and he knew he'd made it.

The point is, that as we employ a *Positive Mind Which Generates Positive Talk, Leading To Positive Action*, it will produce *Positive Results*. Our part is to continue utilizing the first three keys until the last key is accomplished.

Searching for an appropriate line of work to match our own characteristics, is no easy task. It is a challenge, and as stated before, requires effort. By completing all the exercises in my Self Assessment Toolkit, you will have gained a tremendous advantage in determining what fits for you. But it is only by consistently employing the Positive Principles outlined in this booklet, that you will reach a satisfactory conclusion to the project.

Producing Positive Results will occur if principles are adhered to consistently. Let's look at a few other factors which can affect the fourth key:

- Setting Goals/Targets
- Desire
- Determination
- Perseverance
- Drive
- Commitment
- Diligence
- Consistency
- Application
- Resourcefulness
- Education
- Dedication

Many people tire of looking for the job of their dreams, and quit. I thought I had...several times! But I persevered. I knew where my strengths were, and I knew what I enjoyed doing. I kept searching until I found my niche. I had a few seeming failures along the way, but contrary to being failures, they helped me learn a lot. I gained experience and knowledge, and gradually narrowed down my choices until I knew exactly what I wanted.

It takes effort, and it takes time to determine what fits. Knowing you're going to reach the end of the tunnel, and continuing along the path until you get there, is a huge part of it. And that is why I wrote this booklet! To give another dimension to the career-search process. Constantly keeping a positive frame of mind will help anyone reach their goals, no matter what they are. But having experienced the career-search process for myself, and eventually becoming involved with it from a consultants point of view, I wanted to share what I learned with the people who are travelling that same sticky path.

A Positive Mind Generates Positive Talk, Leading To Positive Action Producing Positive Results!

It isn't over until it's over! Keep on the Positive path until the Positive Results become a reality. It can't fail. Walt Disney was told by numerous potential employers, that he had no talent for drawing cartoons! If he'd listened to that advice, Disney World would have been called something else. "The John Smith Movie Park!" Doesn't sound the same does it?

You have something to offer to the world, and by utilizing the positive principles outlined in this book, you can discover and develop it.

Now that we've explored the four keys to career success, I am going to show you some of the steps that you can take to kick-start your Positive Career Life.



TOOLS FOR YOUR POSITIVE CAREER LIFE

The Future is Good

The Past is Gone

The Time is Now

Action Happens Today!

I want you to think about these 4 phrases and consider their profound meaning, and the effect it can have on your life.

The Future is Good tells us we have enjoyable things to look forward to, as long as we make them happen. A positive attitude will achieve that.

The Past is Gone says that no matter what happened before, it cannot hold us back from accomplishing our dreams for the future. We can put it all down to experience, and learn from it. But we are no longer held back by it. The past cannot be brought back, it is over! It's time to move on.

The Time is Now shows us we are living in the present and what we do today will determine what happens to us tomorrow. Today, is the first day of the rest of your life. Use it—or lose it! Once it is gone, it will not come back.

Action Happens Today means that procrastination is over. The time for waiting until something else comes along has passed. It is now or never. Plan today, and work your plan.

Daily Positive Affirmations

At times in my life, I have used positive affirmations to keep me focused and on track. The benefits that result cannot be over-stated. I developed 4 different affirmation lists which produce amazing results when used regularly. What I suggest is that you can write out you own lists. Sit down quietly at the beginning and the beginning of the day, and say each affirmation slowly and deliberately.

In the case of the final list, which are the goals affirmations, writing them down, seeing them on paper, and saying them regularly, helps to visualize the desired results. I encourage you to build your own lists based on the following examples:



LIST 1 | This Is Who I Am

1. I am Phil Gale, Writer, Author, Career Consultant
2. I am committed to helping other people discover and develop their hidden potential
3. I write articles for various newsletters and Internet sites
4. My work consists of projects that are meaningful and valuable to other people
5. I am a musician, having played guitar for 38 years
6. My work consists of projects that are meaningful and valuable to other people
7. My work is from an interest perspective, and is not motivated by money or success
8. I am committed to helping other people discover and develop their hidden potential
9. I enjoy.....
10. I enjoy books, and have a varied library containing approximately 270 titles

Notice I repeat certain affirmations twice. This cements it in the mind more emphatically and enables us to adopt it more quickly.

The future is GOOD—The past has GONE—The time is NOW—Action happens TODAY



LIST 2 | I am the Most Positive Person I Know

1. I believe in myself
2. I believe in my ideas and dreams
3. I have the ability to achieve my goals
4. I have the God-given gifts to realize my dreams
5. I never give up because I am relentless in the face of challenge
6. I am a Professional with a thoroughly Professional attitude
7. My mission is unique to me, and is the reason for my life
8. I am committed to helping other people discover and develop their hidden potential
9. I set my goals and work to achieve them
10. I consistently work on my own personal development
11. I help other people, and in so doing I also help myself
12. I treat obstacles as challenges and work on them until they are defeated
13. I utilize the principles that lead to accomplishment
14. As I put in effort and work hard to accomplish my dreams, I reap the benefits
15. I employ a POSITIVE MIND which generates POSITIVE TALK, leading to POSITIVE ACTIONS and produces POSITIVE RESULTS



LIST 3 | I Am Accomplishing All My Dreams

1. Writing is the most enjoyable and important part of my day
2. I write every day because I have something to contribute to others
3. I am writing articles on Christian and career-related subjects
4. I exercise regularly
5. I do something helpful everyday for someone else
6. My life has meaning and purpose
7. I enjoy getting up every morning because I have so much to give to others
8. I use all my time purposefully, whether I am working, resting or having fun
9. I have many dreams, and, as I put effort into them, I accomplish them
10. Each day of meaningful work, motivates me to spend my next day in more meaningful work



LIST 4 | These are My Goals

1. I plan to live.... (away from the city, where life is slower and quieter)
2. I/we will have.....
3. I/we will travel to
4. My income will be more than.....
5. I am.....
6. I will like to try..... (new hobby or pastime)
7. I plan to do this.....
8. I will experience.....
9. I will do/achieve..... before the end of the week/month/year
10. In this section, you can write down your own goals. See them on paper, say them regularly, and visualize the results. The world is your oyster.

A FINAL NOTE

In this booklet, I have outlined the *4 Keys to Career Success*. This unique and positive formula, when applied, will add a powerful dimension to your career or job search. To help you further in your endeavour, I have suggested using daily affirmations. As you practice these steps, and apply the principles described in this booklet, your life, like many thousands of others, can take on new meaning. As you seek the work of your dreams, you will pursue it relentlessly.

Remember.....

Reading the material from this booklet will only help if the suggested action is taken. Your life becomes enriched with purpose and passion, a sense of achievement and accomplishment, as you use these principles, and pursue the job of your dreams.

The future is GOOD—The past has GONE—The time is NOW—Action happens TODAY

To your success,

Phil Gale