

## Resources for Career Advice

### Websites:

- [www.careersystemsinternational.com](http://www.careersystemsinternational.com) - <http://careersystemsintl.com/> - Career Systems International (CSI) helps organizations worldwide maximize the strategic engagement, development and retention of key talent. Our resilient talent management processes link directly to business strategies and increase productivity and profitability to deliver the best returns on your investment. Our powerful suite of talent solutions have helped organizations reduce costs associated with talent loss and/or underperformance, while fostering a culture of support for the individuals, managers, and leaders. We help transform organizational cultures where employees are energized and managers are supportive ... where mentoring becomes a natural, everyday occurrence ... where growth and learning are ongoing.  
Most talent management solutions are too theoretical or come packaged in frameworks that are too rigid. We take a different approach. We emphasize efficiency. We provide engaging development experiences that are practical, user-friendly, and laser-focused on critical business objectives.  
Our clients are on a quest to maximize productivity and profitability. We offer deceptively simple systems and strategies so they can deliver training and tools on their terms – how and when they want it – and for sustainable business results.
- [www.iMapMyCareer.com](http://www.iMapMyCareer.com) - Careerpath® has teamed up with the experts at Strategic Solutions International, Inc. to offer you personalized Career Planner Reports. These powerful tools can help you find and land your perfect job.
- [www.kiersey.com](http://www.kiersey.com) - The **Career Temperament Report** assists career professionals, job seekers and students in the career exploration process. This report is designed to help people align their career preparation and choices with their innate strengths and preferences. It includes expert advice on career options, tips on communication / interpersonal skills, and insight on navigating the job market based on their personality type. The Career Temperament Report provides suggested career matches, based on research surveys conducted across a wide spectrum of industry.
- [www.meyersbriggsreports.com](http://www.meyersbriggsreports.com) -The purpose of the Myers-Briggs Type Indicator® (MBTI®) personality inventory is to make the theory of psychological types described by C. G. Jung understandable and useful in people's lives. The essence of the theory is that much seemingly random variation in the behavior is actually quite orderly and consistent, being due to basic differences in the ways individuals prefer to use their perception and judgment.
- [www.experienceispa.com](http://www.experienceispa.com) - ISPA advances the spa industry by providing invaluable educational and networking opportunities, promoting the value of the spa experience and speaking as the authoritative voice to foster professionalism and growth.

- [www.mindtools.com](http://www.mindtools.com) - MindTools.com teaches you the leadership, team management, problem-solving, personal productivity, and team-working skills that you need for a happy and successful career.
- [www.mydiscprofile.com](http://www.mydiscprofile.com) - DISC' is a behavioural profiling system widely used in recruitment. Based on your answers to a simple questionnaire, it builds a description of your typical behaviours, and uses that to provide an insight into your likely motivations, and your approach to life and work.
- [www.businessballs.com](http://www.businessballs.com) - businessballs is a free ethical learning and development resource for people and organizations, run by Alan Chapman, in Leicester, England. [Businessballs.com](http://Businessballs.com) launched at the end of 1999. The concept began a few years earlier as an experimental online collection of learning and development ideas. The website is now used by about a million people each month. Alan originally created the Businessballs name for juggling balls, which he used in his training and development business. The philosophy of the website is intended to be ethical, practical, innovative, compassionate and enjoyable.

[www.myskillsprofile.com](http://www.myskillsprofile.com) - MSP was founded in 2002 to provide people on the web with direct access to online personality and behavioural style instruments at affordable prices. The aim of the service is to:

- help people improve their self-awareness by helping them to understand what they are doing well and where they need to improve
  - offer basic advice and suggestions about how to improve competencies and performance
  - improve aspects of people's lives such as their work performance, career potential, relationships, and health
- [www.viacharacter.org](http://www.viacharacter.org) - **VIA® Me! is for individuals working towards personal growth**

Visit VIA Me! to access the free VIA Inventory of Strengths (VIA Survey) or the VIA Youth Survey and character strengths profile. The VIA Me! website provides access to tools and resources designed to guide you in discovering your character strengths. By taking our free VIA Survey or VIA Youth Survey and receiving your free VIA Me! Character Strengths Profile, you'll begin the journey of learning more about your core character strengths and how to use them to reach your maximum potential – at work, with family and in all of your relationships.

- [www.piworldwide.com](http://www.piworldwide.com) - The [Predictive Index](#) is a scientifically validated behavioral assessment that accurately predicts workplace behavior. Since 1955, PI has helped organizations of all sizes and across the globe to understand what drives individual and team behavior in the workplace. This insight into employee behavior enables companies to make the very best decisions in the areas of talent acquisition, talent development, change management and growth strategies.

- [www.profilesinternational.com](http://www.profilesinternational.com) - The Pathway Planner - is an in-depth career assessment test you can use as an educational and career planning tool to help you discover what career possibilities best suit you. Research shows when you find the right career match, your probability for success and satisfaction increases dramatically.
- [www.careerdimension.com](http://www.careerdimension.com) - MCP is an interactive career exploration and education planning system for students, and people in career transition. A comprehensive analysis of your interests, values, skills, and personality will guide you towards the careers that suit you best, and direct you to the colleges, and training programs that will help prepare you for your future.
- [www.focuscareer2.com](http://www.focuscareer2.com) - FOCUS 2 combines self-assessment, career and major exploration, decision-making and action planning in one comprehensive product. Customized with your college's majors, students' assessment results are matched to career options and majors/programs offered at your college. FOCUS 2 guides students through a reliable career and education decision-making model to help them select their majors at your college, make informed career decisions and take action.
- <http://www.pnc.edu> - DISCOVER Online is a career exploration program. This program is available for use by students through any computer with an Internet connection. Use of the DISCOVER Career Planning Program is strongly recommended for all students. Whether you have declared a major and career path and are an upperclassman, or you are just beginning as a freshman and undecided about your major and future career, your use of DISCOVER will be very helpful. DISCOVER is based on a personal inventory evaluation of your interests, abilities, and values. The results of these inventories will generate a list of occupations, as well as majors, that are a good match for you.

## Books:

- **SPA: A Comprehensive Introduction** – ISPA Foundation & American Hotel & Lodging Educational Institute available via [www.experienceSPA.com](http://www.experienceSPA.com)

This text combines the wisdom and experience of a diverse group of seasoned industry professionals to provide a cross-cultural view of the world of spa. It takes a comprehensive look at subjects ranging from the history and cultural development of spas to spa terminology and financial realities. The text examines today's spa industry and introduce students to spa careers. In addition, it also takes readers through a typical day from a spa director's perspective, examines the qualities of an outstanding spa experience, and discusses industry trends and future directions. Spa: A Comprehensive Introduction provides a strong foundation of knowledge for success in the spa industry.

- **FabJob Guide to Become a Spa Owner** by Jeremy McCarthy & Jennifer James

By starting your own spa business, you will be joining a growing industry that generates over \$11 billion per year in revenue. According to the most recent statistics from the International Spa Association, there were approximately 136 million spa visits made in the U.S. in 2003, with 60% of those visits to a day spa. The FabJob Guide to Become a Spa Owner shows how you can successfully start a day spa business. The authors share their own experiences plus expert business advice from more than two dozen spa business owners and other spa industry experts including: - How to create a business plan and conduct initial market research for your spa - An overview of options for your spa business and deciding what services to offer. - Licensing requirements for spas - Start-up costs including sample start up budgets for both a small and medium sized spa - Where to get start-up financing for your spa business - What to consider when choosing a location for your spa business including how much square footage you will need - Interior design of your spa business with tips on areas you will need and common problems to avoid - What equipment you need to start a day spa business, including how to save money by leasing or buying used - How to develop effective systems for running your spa business on a daily basis - Hygiene requirements for spas - Setting prices for your spa's service and developing packages to encourage clients to buy more - Ways to attract spa clients through advertising and free publicity - Valuable samples and checklists The information in this guide can save you many hours of research, help you avoid some costly mistakes, and give you information you need to start your own day spa business.

- **Now Discover Your Strengths** by Marcus Buckingham & Donald Clifton

Unfortunately, most of us have little sense of our talents and strengths, much less the ability to build our lives around them. Instead, guided by our parents, by our teachers, by our managers, and by psychology's fascination with pathology, we become experts in our weaknesses and spend our lives trying to repair these flaws, while our strengths lie dormant and neglected.

Marcus Buckingham, coauthor of the national bestseller *First, Break All the Rules*, and Donald O. Clifton, Chair of the Gallup International Research & Education Center, have created a revolutionary program to help readers identify their talents, build them into strengths, and enjoy consistent, near-perfect performance. At the heart of the book is the Internet-based StrengthsFinder® Profile, the product of a 25-year, multimillion-dollar effort to identify the most prevalent human strengths. The program introduces 34 dominant "themes" with thousands of possible combinations, and reveals how they can best be translated into personal and career success. In developing this program, Gallup has conducted psychological profiles with more than two million individuals to help readers learn how to focus and perfect these themes.

So how does it work? This book contains a unique identification number that allows you access to the StrengthsFinder Profile on the Internet. This Web-based interview analyzes your instinctive reactions and immediately presents you with your five most powerful signature themes. Once you know which of the 34 themes -- such as Achiever, Activator,

Empathy, Futuristic, or Strategic -- you lead with, the book will show you how to leverage them for powerful results at three levels: for your own development, for your success as a manager, and for the success of your organization.

With accessible and profound insights on how to turn talents into strengths, and with the immediate on-line feedback of StrengthsFinder at its core, *Now, Discover Your Strengths* is one of the most groundbreaking and useful business books ever written.

- **A Life at Work** by Thomas Moore

A job is never just a job. It is always connected to a deep and invisible process of finding meaning in life through work.

In Thomas Moore's groundbreaking book *Care of the Soul*, he wrote of "the great malady of the twentieth century...the loss of soul." That bestselling work taught readers ways to cultivate depth, genuineness, and soulfulness in their everyday lives, and became a beloved classic. Now, in *A Life's Work*, Moore turns to an aspect of our lives that looms large in our self-regard, an aspect by which we may even define ourselves—our work. The workplace, Moore knows, is a laboratory where matters of soul are worked out. *A Life's Work* is about finding the right job, yes, and it is also about uncovering and becoming the person you were meant to be.

Moore reveals the quest to find a life's work in all its depth and mystery. All jobs, large and small, long-term and temporary, he writes, contribute to your life's work. A particular job may be important because of the emotional rewards it offers or for the money. But beneath the surface, your labors are shaping your destiny for better or worse. If you ignore the deeper issues, you may not know the nature of your calling, and if you don't do work that connects with your deep soul, you may always be dissatisfied, not only in your choice of work but in all other areas of life. Moore explores the often difficult process—the obstacles, blocks, and hardships of our own making—that we go through on our way to discovering our purpose, and reveals the joy that is our reward. He teaches us patience, models the necessary powers of reflection, and gives us the courage to keep going.

*A Life's Work* is a beautiful rumination, realistic and poignant, and a comforting and exhilarating guide to one of life's biggest dilemmas and one of its greatest opportunities.

- **Callings: Finding and Following an Authentic Life** by Gregg Levoy

How do we know if we're following our true callings? How do we sharpen our senses to cut through the distractions of everyday reality and hear the calls that are beckoning us?

is the first book to examine the many kinds of calls we receive and the great variety of channels through which they come to us. A calling may be to do something (change

careers, go back to school, have a child) or to be something (more creative, less judgmental, more loving). While honoring a calling's essential mystery, this book also guides readers to ask and answer the fundamental questions that arise from any calling: How do we recognize it? How do we distinguish the true call from the siren song? How do we handle our resistance to a call? What happens when we say yes? What happens when we say no?

Drawing on the hard-won wisdom and powerful stories of people who have followed their own calls, Gregg Levoy shows us the many ways to translate a calling into action. In a style that is poetic, exuberant, and keenly insightful, he presents an illuminating and ultimately practical inquiry into how we listen and respond to our calls, whether at work or at home, in our relationships or in service. **Callings** is a compassionate guide to discovering your own callings and negotiating the tight passages to personal power and authenticity.

- **Taking Charge of Your Career Direction** by Robert D. Lock

Long described by users as the most complete, motivating, and logical career-planning book on the market, the Fifth Edition of TAKING CHARGE OF YOUR CAREER DIRECTION continues to provide a straightforward introduction to the concepts of career choices and the importance of planning. It emphasizes the importance of self-exploration by empowering readers to look at themselves, their strengths and weaknesses, and their background and values, and then realistically evaluate the various opportunities in the world of work

- **Go Put Your Strengths To Work** by Marcus Buckingham

Companies routinely claim that 'Our People Are Our Greatest Asset', but research data shows that in practice most people do not actually use their assets much at work. This book aims to change that. When employees learn how to truly apply their greatest strengths at work, they turbo-charge their career potential and everybody wins. Companies find that their employees are more productive, their teams are more effective, their organization is more innovative and, accordingly, their customers are more engaged. In **FIRST, BREAK ALL THE RULES**, Marcus Buckingham proved the link between engaged employees and more profitable bottom lines and highlighted great managers as the catalyst. In **NOW, DISCOVER YOUR STRENGTHS** he explained how to sort through your patterns of wishes, abilities, thoughts and feelings and, with the help of a web-based profile, identify your five most dominant talents. In **PUT YOUR STRENGTHS TO WORK** he shows you how to take the crucial next step. How to seize control of your time at work and, in the face of a world that doesn't much care whether you are playing to your strengths, how to rewrite your job description under the nose of your boss.

- **The One Thing You Need to Know** by Marcus Buckingham

The principal author of the extraordinary bestsellers "First, Break All the Rules" and "Now, Discover Your Strengths" offers a dramatically new way to understand the art of success. Great managing, great leading, and career success -- Buckingham draws on a wealth of examples to reveal the single controlling insight that lies at the heart of each. Lose sight of this "one thing" and even your best efforts will be diminished or compromised. Success comes to those who remain mindful of the core insight, understand all of its ramifications, and orient their decisions around it. Buckingham backs his arguments with authoritative research from a wide variety of sources, including his own data and in-depth interviews with individuals at every level of an organization, from CEOs to hotel maids and stockboys. In every way a groundbreaking audiobook, "The One Thing You Need to Know" offers essential performance and career lessons for businesspeople at all career stages.

- **True North: Discover Your Authentic Leadership** by Bill George, Peter Sims & David Gergen

*True North* shows how anyone who follows their internal compass can become an authentic leader. This leadership tour de force is based on research and first-person interviews with 125 of today's top leaders—with some surprising results. In this important book, acclaimed former Medtronic CEO Bill George and coauthor Peter Sims share the wisdom of these outstanding leaders and describe how you can develop as an authentic leader. *True North* presents a concrete and comprehensive program for leadership success and shows how to create your own Personal Leadership Development Plan centered on five key areas:

- Knowing your authentic self
- Defining your values and leadership principles
- Understanding your motivations
- Building your support team
- Staying grounded by integrating all aspects of your life

*True North* offers an opportunity for anyone to transform their leadership path and become the authentic leader they were born to be.

- **The Art of Possibility: Transforming Professional and Personal Life** by Rosamund Stone Zander and Benjamin Zander

Presenting twelve breakthrough practices for bringing creativity into all human endeavors, *The Art of Possibility* is the dynamic product of an extraordinary partnership. *The Art of Possibility* combines Benjamin Zander's experience as conductor of the Boston Philharmonic and his talent as a teacher and communicator with psychotherapist Rosamund Stone Zander's genius for designing innovative paradigms for personal and professional fulfillment.

The authors' harmoniously interwoven perspectives provide a deep sense of the powerful role that the notion of possibility can play in every aspect of life. Through uplifting stories, parables, and personal anecdotes, the Zanders invite us to become passionate communicators, leaders, and performers whose lives radiate possibility into the world.

- **What Color Is Your Parachute?** By Richard N. Bolles

Career expert Richard (“Dick”) N. Bolles has now written forty-one books all with the same title: *What Color Is Your Parachute? A Practical Manual for Job-Hunters and Career-Changers*. In order to tailor his authoritative guide to the current job-market, Bolles not only updates the book each year, but he also reconceives it, reinvents it, and rewrites it, so that one year’s edition is often vastly different from the year before. This is the case with the 2013 edition. Inventions in the book this year include a brand-new transferable skills grid, a novel way to discover what fields you would most like to work in, and a revamped version of his famed self-inventory instrument, the Flower Exercise.

*What Color Is Your Parachute?* is the world’s most popular job-hunting guide, and it has helped millions discover their unique gifts, skills, and interests. This has allowed them to land a job even in hard times, and to create for themselves a new, interesting, and inspiring career and life.

With fresh insights into resumes, networking, interviewing, salary negotiation, entrepreneurship, and social media, *What Color Is Your Parachute?* has everything you need to dust off your motivation and find your dream job.

- **Positive Leadership: Strategies for Extraordinary Performance** by Kim Cameron

*Positive Leadership* shows how to reach beyond ordinary success to achieve extraordinary effectiveness, spectacular results, and what Kim Cameron calls “positively deviant performance”—performance far above the norm. Citing a wide range of research in organizational behavior, medical science, and psychology as well as real-world examples, Cameron shows that to achieve exceptional success, leaders must emphasize strengths rather than simply focus on weaknesses; foster virtuous actions such as compassion, gratitude, and forgiveness; encourage contribution goals in addition to achievement goals; and enable meaningfulness in work. In this concise, inspiring, and practical guide, Cameron describes four positive leadership strategies, lays out a proven process for implementing them, and includes a self-assessment instrument. This second edition has been updated throughout with new research findings and new ideas for implementing positive leadership.

- **Mentoring: A Business Strategy that Works**, by Rene Petrin

Does your organization suffer from lack of employee morale? Are you worried about pouring dollars into recruiting top talent, only to see these people leave a couple of years later? Are you trying to figure out how to help the leaders in your organization reach the next level in

their professional development? If you answered yes to any of these questions, then a mentoring program might be exactly what your organization needs. "Mentoring: A Business Strategy That Works" is a short primer for those considering implementing a mentoring program. It covers the basics, like the difference between mentoring and coaching; it identifies the different types of mentoring models to consider; and it discusses the many benefits of business mentoring.

#### **Articles:**

- **Developing Your Career** Articles written by Lori Hutchinson and Brenda Helps and Published in Spring - Summer 2013 in ***Les Nouvelles Esthétiques & Spa – American Edition Magazine.***

Step 1: Understand Yourself

Step 2: Perspective

Step 3: Place

Step 4: Possibilities

Step 5: Plan

#### **Personal Branding:**

1. Determine your unique value proposition
  - Your vision and purpose
  - Your points of differentiation
  - How you stack up in the competitive landscape
2. Draft a personal brand statement to clarify who you are, what you want and what you stand for
  - Determine your "target audience" and assess ways to reach others with your brand
  - Ensure your interactions link back to and support your brand statement
3. Compellingly communicate your personal brand by aligning it with what surrounds you
  - Professional environment
  - Home

- Personal style and image
  - Leisure activities
4. See [www.reachcc.com](http://www.reachcc.com)