

CareerSMARTZ – Redesigning how you work to increase your career success and personal happiness!

CareerSMARTZ Q&A

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1. What is CareerSMARTZ?

CareerSMARTZ is a new work strategy designed (from years of research and experience) to help you work smarter in order to achieve higher levels of career success and personal happiness.

2. Why was CareerSMARTZ created?

To help correct two alarming trends that were occurring at the time of this writing:

1. 52.3% of all American workers were reporting that they were unsatisfied at work.
2. 43% of all 4-year college graduates were ending up on jobs that did not require a 4-year college degree.

The consequences of these trends are not only devastating to the people involved, but also to their families, community, and to the overall productivity and success of the American workforce.

3. Why are so many American workers unhappy or underemployed?

From our combined 80+ years of experience as career development professionals, and from years of research conducted by ourselves and others, we believe these conditions exist for the following reasons: American workers...

- Are typically using the wrong strategy when working – meaning that their objectives are more self-centered (satisfy my needs first) rather than outwardly-centered (satisfy other people’s needs first).
- Are too often short sighted in their approach to solving work-related problems tending to concentrate only on addressing local problems inherent at their place of employment, rather than global problems encountered by all individuals throughout their career field.
- Have not learned how to capitalize on the “sale” of their talents.

Unaware of the consequences of these factors, many workers discover after years of well-intentioned work that their level of career success and personal happiness is below what was originally expected when they first began their career.

4. How did all this come about?

Think back in your life. Did anyone take the time to teach you how to be successful at work in order to achieve high levels of personal happiness? Now, don’t get confused! You were more-than-likely taught how to perform your job from schooling or on-the-job training. However, did anyone discuss “for whom” you should be working – specifically, should you work to first satisfy your needs or the needs of others? If you’re like most people, your answer is “No!”

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5. What's the key to career success?

This fine distinction of putting the needs of others first (vs. working primarily to meet your own needs) has been proven to be the smarter work strategy resulting in higher levels of career success and personal happiness.

6. How did this philosophy evolve?

Understanding human behavior has been the passion of many philosophers, religious leaders, sociologists, and psychologists for hundreds of years and from their research – especially the work of [Dr. Abraham Maslow](#) – we've learned that human beings are “self-centered,” meaning that their first objective is to satisfy their own needs. It's built into the DNA of our species!

This “take care of me first” attitude is necessary in certain situations in order to preserve life. For example, imagine what would happen if you elected to no longer eat food so that others could eat first? Yes, you'd soon die.

However, they are situations where this same “me first attitude” can interfere with achieving goals, such as when you're working. Working to first and foremost meet your own needs has been shown to be the least smart way of working resulting in lower levels of career success and personal happiness than what could be possible.

7. Why were you never taught this?

Such concepts of “for whom we should work” are relatively new to our world of thinking. In previous generations, the purpose of work was simply to earn a living to buy the necessities and some luxuries of life. Achieving career success and personal happiness is a concept only addressed in the late 20th century. As a result, such thinking has not fully infiltrated into our educational curriculum, into the advice that parents give to their children growing up, and certainly not as a fundamental concept used and supported by modern career guidance professionals.

8. Are the times changing?

Yes, Bob Dylan was right! Because of the statistics as mentioned in Paragraph 2. above, millions of Americans are asking themselves why they are not as satisfied with their work and not as happy as they once thought they would be.

9. Is help on the way?

Yes, as a result, many problem-solvers have felt the need to find answers to why so many workers are unsatisfied and/or underemployed. Educators, philosophers, religious leaders, sociologists, and psychologist all are teaching us how to better satisfy our needs. And we in career guidance are doing our share to teach current and future workers how to structure their work so that they can achieve high levels of career success and personal happiness.

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10. Is it time for a new career guidance strategy?

Yes! **CareerSMARTZ** uses a different strategy when guiding people in career planning and development – one that we believe is better than conventional thinking. Unlike most existing career guidance programs, our primary goal is to address the three conditions outlined in Paragraph 3. above:

- To change your work objective to “other people’s needs first.”
- To become a “global” problem-solver.
- To learn how to “Capitalize” on the sale of your talent to earn the highest rewards possible.

11. Who is CareerSMARTZ for?

- High school and college students involved in career planning.
- Adults attempting to make a career change or advancement.
- Adults returning to work after a long period of absence.
- Military vets trying to enter civilian work.
- Older adults planning a career after retirement.
- Individuals who face difficult challenges in pursuing a career.
- Professional career counselors, advisors, and instructors who desire a more effective program for guiding students and clients in career development.

12. What topics does it cover?

CareerSMARTZ is a complete A-Z program of career guidance. As a whole, it may be used as a complete program of career guidance in schools and colleges – and it’s ready to go! Also, individuals may elect to use parts of the program to meet specific needs, returning periodically as needs change.

CareerSMARTZ covers the following topics:

- Personal assessment - to define your career planning criteria.
- Occupational exploration – to identify matching occupations.
- Career goal selection – to discover the occupation that best matches your career criteria.
- Career mission planning – to give purpose to your career.
- Educational training – to develop the necessary career entrance qualifications.
- Talent definition and promotion – to market your talent to those who need it.
- Employer targeting – finding the employers who need your talent.
- Employment value clarification – discovering why employers should hire you.
- Applying, interviewing, and negotiating for work – getting job offers.
- Starting work on the right foot – taking advantage of your new found job.

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- Mid-life career planning – changing directions when your needs change.
- Career planning after retirement – giving back and leaving a legacy.

13. When should you use the program?

Whenever you need it – from your early high school years up to and including your retirement years. Plug into the program anytime during your career depending upon what you need (see Paragraph 12. above). **DO NOT TRY TO COMPLETE THE ENTIRE PROGRAM IN ONE CONTINUOUS EFFORT!** It's designed to allow you to “plug in” at various points in your career when you need help. It's a life-long program!

14. Did we tell you it's FREE!

Yes, you may use **CareerSMARTZ** for your personal needs, or for the needs of your students or clients without any charge. It's our way of giving back to our profession, which has been very good to us over the many decades of our work.

15. What are your legal rights when using our program?

You may download and print our materials for your own personal use, or for use with your students or clients at no charge. However, you may NOT incorporate any of our materials into any other program or system without our written permission. And, you may NOT charge a fee for the use of our materials. Need permission? Contact us at www.CareerSMARTZ.com.

16. How is it formatted?

CareerSMARTZ is organized into 7 major milestones (aka typical career objectives) with each Milestone containing one or more Activities designed to help you reach the Milestone. Simply review all Milestones and Activities and pick those that you would like to complete. Return to our website (www.CareerSMARTZ.com) to download the **Table of Contents** document to view all Milestones and Activities.

17. Need help?

Use our [Contact Us](#) form at our website if you have a quick question or comment, or if you would like to request information about our private career guidance service conducted online via Skype.

18. What training in how to implement CareerSMARTZ is available?

Use our [Contact Us](#) form to obtain information regarding our in-service training service for professional career counselors, advisors, and instructors - conducted via online chat using Skype and other virtual chat services.

19. Who are the authors of CareerSMARTZ?

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To learn about our backgrounds and expertise, please refer to the “[About the authors](#)” page at our website.

20. Should you refer our work to others?

Yes, please! If you find our work helpful, please refer others to our website at www.careersmartz.com. We appreciate your support!

Thank you for inquiring about CareerSMARTZ and we’re confident that with the right guidance and effort you too can achieve high levels of career success and personal happiness!

Remember, “It is not your aptitude, but your attitude, that determines your altitude!” – Zig Ziglar