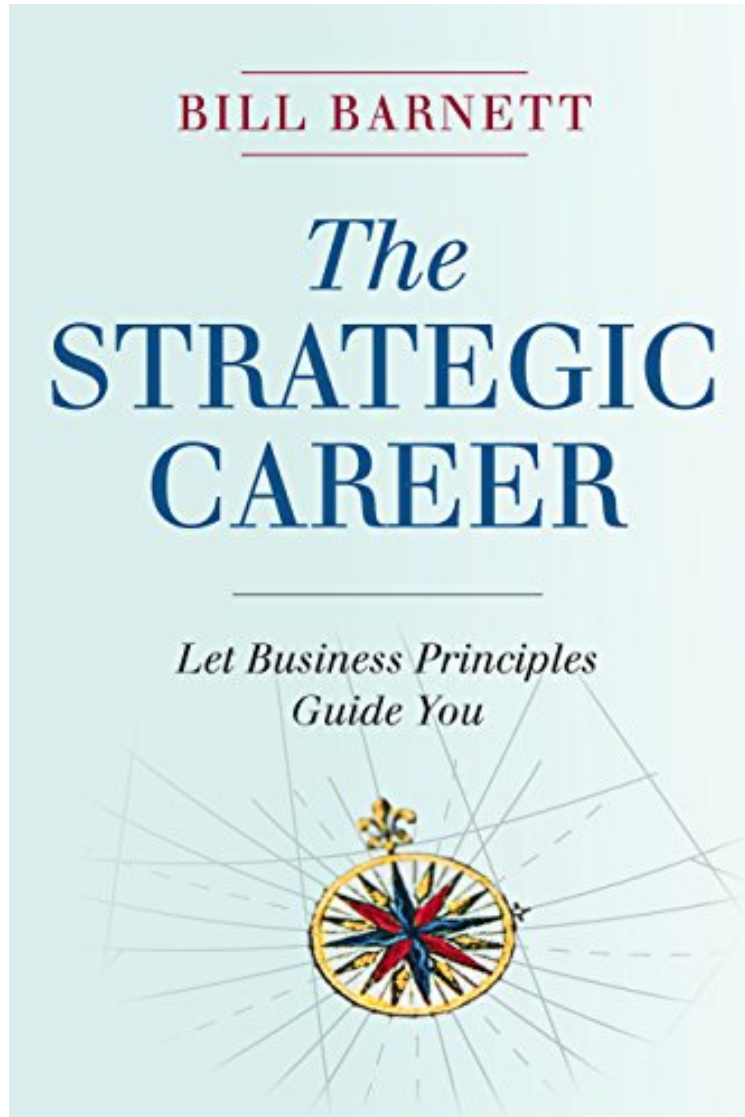


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The Strategic Career: Let Business Principles Guide You

Bill Barnett

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Bill Barnett : The Strategic Career: Let Business Principles Guide You before purchasing it in order to gage whether or not it would be worth my time, and all praised The Strategic Career: Let Business Principles Guide You:

1 of 1 people found the following review helpful. An Examined CareerBy larryhPerhaps the most comprehensive guide to career planning and searching for a job out there. It could just as well have been titled "the examined career." This book forces you to assess your strengths, weaknesses, aspirations and values while giving you the tools to design a roadmap to pursue your optimum career and position. Highly recommended.0 of 0 people found the following review helpful. Practical approach to career planningBy Rebecca HinkleTerrific book that takes the valuable process McK has used for decades to add great value to their clients' business challenges and applies them to YOU and your

career. Excellent examples from real professionals in various stages of career planning. Real practical guidance that can be used over and over again through your life, in all stages of career and life planning: from that first job/career choice, to major changes to retirement, etc. 4 of 4 people found the following review helpful. A novel approach to career decision-making

By Kate BI greatly enjoyed *The Strategic Career*. I've historically approached my career with a sense of inertia, but doing the exercises around personal value propositions really helped me focus on both 1) what it is that I enjoy, and 2) what it is that I'm good at. I think this would be a useful exercise for anyone--whether currently comfortable with their place in the job market or not. With Barnett's experience at McKinsey and as a professor, he does a great job at communicating his points clearly, concisely, and effectively. What this book is not: a wishy-washy, feel-good approach to "pursuing your dreams." Barnett's method is tested and rigorous. His cases are relatable and well-chosen. His writing is interesting and easy to follow. I would recommend this to any friends or colleagues looking to make a change, or even just to better understand themselves.

We often hear that finding the work we are meant for will multiply our accomplishments and enable us to attain new levels of personal satisfaction. Yet, many who are planning their careers find that the job market has shifted to the advantage of employers, whether as a result of the recession, globalization, IT-driven productivity, or other changes in the business landscape. Faced with these tough circumstances, it is more critical than ever for professionals to create a plan of attack and make sound decisions as they navigate their careers. *The Strategic Career* provides readers with the ultimate guide to career choices--both short-term and long. While other authors approach career development from the perspective of psychology and counseling, Bill Barnett demonstrates how business strategy concepts can successfully guide us as we chart our careers. Drawing on two decades of experience leading McKinsey Company's Strategy Practice, as well as his popular Career Strategy courses at Yale and Rice University, he approaches the construction of a long-term career plan by looking at the main challenges professionals will face: developing and reaching long-term targets, surfacing opportunities, assessing career decisions, and staying on track. Underpinning his advice with research and illustrating it with vivid stories from others' successes, Barnett lays out practical, step-by-step processes to help readers realize their goals. Complete with a program to help you develop your own plan and over 100 specific activities to guide you, *The Strategic Career* is the ideal companion on your professional pathway.

"Barnett's book fills a major gap in both strategic and career thinking, namely how to apply strategic principles to find a true 'calling' in one's work. Through thoughtful integration of his own strategic experience and the extensive research he draws on, Barnett provides invaluable insights to those facing career choices." (Jon R. Katzenbach Senior Executive Advisor, Strategy, and co-author of *The Wisdom of Teams*) "If you want more from your career not just more money, but more satisfaction, more engagement, and more control read Bill's book. Career success is not a matter of luck; it's a matter of strategy. And who better to demonstrate the application of business strategy to careers than this long-time leader at the world's top strategic consulting firm." (Scott Uhrig, Founder and Managing Partner) "Bill Barnett draws on decades of business strategy expertise to help you plan your career purposefully. His insights and advice will help those considering a career change to set out on a clear path. This insightful book will empower the reader to navigate what can sometimes feel like a daunting and overwhelming experience." (Michelle Jarrard, Director of Firm Personnel)

About the Author Bill Barnett teaches career strategy at Rice University's Jones Graduate School of Business. He was formerly Director of McKinsey Company, Inc., where he led the firm's Strategy Practice.