

Design Newsletter

Associates, Inc.

Freedom is Knowing Your Options

Law Partner, Internet Pioneer, Social Entrepreneur – Tracking Todd Wagner's Career Change

How do you achieve phenomenal record-breaking success in an industry that doesn't have a name? What special set of chance circumstances, competencies, and creativity add up to an IPO that immediately breaks all previous stock records? What was the combination of timing, talent, tenacity, and teamwork that set this record?

Todd Wagner, co-founder of Broadcast.com, will talk of these challenges with CDA clients at a Pathfinders meeting on Thursday, June 29 at 7:00 PM.

As a partner in a major Dallas law firm in the mid-1990s, Todd faced the fear of a career change head-on. Affirming in our sessions that he wanted to "make deals, not advise others on them," he resigned. After rejecting the idea that he needed an MBA or formal training in technology, he leaped into the newly emerging Internet world and created what is described as the Web's most valuable and lasting franchise – a sustainable entity now owned by Yahoo.

Todd, based on his years of participation and passion for athletics, has a considerable ability to value and develop a team spirit. This, I am certain, was a major factor in the success of Broadcast.com.

Todd is quietly picking up the critical pieces of his life, left behind

from the "10 years of work compressed into 3 1/2 years," as he put it. He is also pursuing and defining for us the newly developing term "social entrepreneurship," working actively to achieve success with inner-city kids and his equity fund for staking small local businesses.



We are very grateful to former clients such as Todd who return for these career think-tank sessions to share their information, expertise, and insight. Their sessions are invaluable, and are an important contribution toward success with current CDA clients who are in the midst of their "dark night." Talking with others who have made the journey and arrived provides not only information and strategies, but hope and confidence. All sessions are videotaped, and there at least 350 career videotapes available for clients to view at no extra charge.

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WORK ATTITUDES CHANGING

Todd's story is an excellent lead-in to the critical changes in workforce attitudes that are creating a new way to work. Know this: Strategic career management today is absolutely essential for the success of both individuals and organizations!

For the past decade millions of Americans have lived in a revolution of chaotic change. Thomas Paine, the sparkplug of our American Revolution, observed that revolutions bring forth genius and talent that lie dormant in all of us that would otherwise go unused to our graves. I see this happening in today's workforce. Certainly, Todd's early pain contributed to his later success.

For decades we Americans counted on the rules and formulas of a system established to meet the needs of a vastly different era. Along the way we traded off our traditional Emersonian self-reliance and internal personal survival instincts for a materialistic consumerism, which we saw as long-term security.

Silencing our survival instincts had serious repercussions. We surrendered our personal independence, our willingness to embrace new challenges, and our creativity. Many passed up opportunities, traded off self-confidence and became like passive, dependent children steeped in the fear that we could not

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handle adversity. The downsizing, mergers, and acquisitions, frequently necessary for organizational survival, were shattering.

Paine also observed that tyranny, even that of our own making, is not easily conquered. The good news is that this chaos is now rapidly breeding positive change and renewal in the majority of American workers. A recent study by Louis Harris and Interim Services Inc., validates my observations and strong faith that we Americans have the potential, once released, to capitalize on the chaos of change and move forward with tough optimism to a higher level of personal and career success.

According to research, at least 71% of our workforce is dramatically shifting their attitudes and expectations of what they want from their employers. In fact, the earlier, more traditional companies now risk alienating a majority of today's workers. According to the research, the traditional workers (only 29%) want employers to provide job security, stability, a clear career path, and a long-term commitment. The emerging workers (71%) want opportunities to gain new experience for mentoring and growth; more control of their careers; and rewards based on performance.

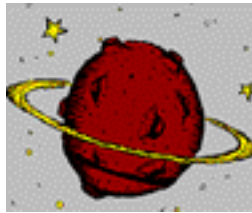
Most emerging workers aren't looking for 30 years of job security with a paternalistic organization. They are taking their careers into their own hands and are focusing on opportunities for growth and development to insure their own security. Emergent workers insist that their careers continue to progress. They have a positive view of job change and are confident about their marketability. They don't confuse their values with lack of loyalty, and are just as loyal and actually, have not changed jobs more frequently than

traditional employees. They equate loyalty with high performance – the level of contribution made to an organization – not tenure.

It is important to know that the emerging workers are diverse – they do not fall into any age or gender group! They are not all Generation X-ers.

The biggest challenge companies are facing today is recruiting and retaining the best and brightest workforce. To accomplish this it would be wise for them to understand these rapid changes and the attitudes of the majority of the emerging workforce. **Active career development and enhancement programs will be their best-spent money.**

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CDA in Cyberspace!
This printed newsletter, delivered to your door via US Mail, will be replaced with an electronic version e-mailed to your designated inbox. The e-version will be piped through the phone or cable lines each month, free to CDA clients and contacts.
To receive it monthly, send an e-mail to us at: options@career-design.com and specify "CDA Update" in the subject line. This will allow us to disseminate time-sensitive information on our meetings. CDA clients, current and past, are invited to participate. This is part of our efforts for keeping our client base moving forward in their career focus.



World Future Society

As you are aware, Dr. Harkness studies future trends with great commitment – and has attended and presented at the World Future Society annual conferences for a dozen years.

The year 2000 annual meeting, **FutureFocus 2000: Changes, Challenges and Choices**, will be held in Houston on July 23–25 at the Westin Galleria. Approximately 800 people are expected to attend. This year, CDA is presenting a one-day pre-conference workshop, "Re-Careering: Exploring Future Choices for Meaning, Money, Creativity and Control," and also a session on "Future Challenges, Options and Opportunities for the Aging Workforce."

Madolyn and Susie of CDA are coordinating the career counseling, provided free to all participants. Counselors from throughout the country volunteer their time in lieu of the conference registration fee.

If you are interested in the World Future Society or the upcoming conference, visit their webpage at <www.wfs.org>, or call CDA (972.278.4701).

CDA PUBLICATIONS

I am revising my earlier CDA manual, "Best Jobs for the Future," and also writing a new guide, "Capitalizing on Chaos for Career Success." My two earlier publications, **The Career Chase: Taking Creative Control in a Chaotic Age**, and **Don't Stop the Career Clock: Rejecting the Myths of Aging for a New Way to Work in the 21st Century**," are selling briskly. Booklist, the publication of the American Library Association, said that both books are "before their time" — a common comment on much of my writing. Translated I think this means I can foresee future trends, but too early to turn it into profit.

However, if you haven't read these books, give them a go. Believe me, they will be easier for you to read than they were for me to write. Writing is my best example of a love/hate relationship. Anyway, call your library or buy a book – CDA sells either book for \$16.00 + 2.50 shipping, total = \$18.50.

A sincere "thank you" to all who have taken a moment to do a book review on either of my books for Amazon.com, Barnes & Noble (bn.com), etc. These reviews make an enormous difference in getting the message out!! The publisher tells me the Internet messages carry the highest impact.



Professional Speaking

In addition to providing career change resources and strategies to private clients, I have provided career consulting and enhancement to local companies. And, I have now added speaking to my list of CDA services. As you know, teaching speech and drama was one of my earlier careers on college campuses, and I have been much in demand as a speaker. Not only do I enjoy speaking, but now I am being paid well for it. To accomplish this, I have collected much material, resources and know-how to pass on to any of my clients interested in pursuing professional speaking as part of a future career. Check the CDA website at <www.career-design.com> for a list of my titles used in recent talks.

Speaking of resources, CDA maintains not only hundreds of career videos but also a wealth of printed materials: some you may use on-site, others may be checked out (and returned post-haste!).

A sampling from our Futures Library includes: *Trend Power: Planning for Prosperity in the 21st Century*; *How to Channel Baby Boomer Money Straight to Your Bottom Line*; *Trend Letter* (a bi-weekly publication of the Global Network), *Fast Company*; *The Futurist*; *Dallas Business Journal*; *MIT Forum*; *Harvard Mental Health Letter*; *Harvard Women's Healthwatch*; *Johns Hopkins' Health After 50*; *New England Journal of Medicine Health News*; *Psychology Today*; and the *Occupational Outlook Handbook 2000*.

A reminder, please check your shelves for unreturned CDA resources (books, magazines, video- or audiotapes). Unfortunately, our return failures are becoming a major expense and I do not want to be forced to charge for these. If our current records show you are delinquent, you will be receiving a notice.

WWW

Check out our new website and let us know what you think!

David Smith of Citizen Island <www.citizenisland.com> designed and produced it, and it was revised and edited by Shelley Fleming of the Word Ranch <www.wordranch.com>.

Speaking of others involved with CDA: Madolyn Stewart, our public relations guru, rapidly moves between her world travels, her work with CDA, and her condo in Florida. (If you are interested in a great place time at the beach, look at <www.career-design.com/madspad>.)

Leslie Burkett, who designed our first website years ago and keeps our major computer systems running, completed her Ph.D. in IS (Information Sciences) and is now writing distance learning programs for the Behavior Analysis Dept. at UNT.

Susan Dodson, my new assistant who is *great!* is now becoming more involved with the business marketing and client workshops.

To help combat the "love bug" and other on-line infections, Scott Hendrie has installed a new anti-virus software program, so I feel we have been vaccinated for life!

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*"Freedom is Knowing Your Options!"
—CDA mantra*

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**Upcoming CDA Events — Call CDA for
information and reservations.
options@career-design.com -or- 972-278-4701**

Myers-Briggs Type Indicator

Wednesday, August 16, 2000 (7 pm – 9:00 pm)

Fortune Magazine called the MBTI the "The most thoroughly validated self-assessment instrument in the world." Based on Jungian theory, it provides insights to improve communication, decision-making, problem-solving, and relationship skills in both your professional and personal life. Receive a list of matching careers. No charge for CDA clients and spouses; others \$50.

Personal Profile Workshop

Saturday, September 9, 2000 (9 am – 12 noon)

Bring spouse or "significant other." Gain insight and compare your self-image, blind spot and present expectations in your worklife. Great tool for understanding your needs and tracking your changes! No charge for CDA clients and spouses, \$50 charge for others.

*CDA is committed to providing career resources and strategies for living in
an age of change. Thank you for your referrals!*