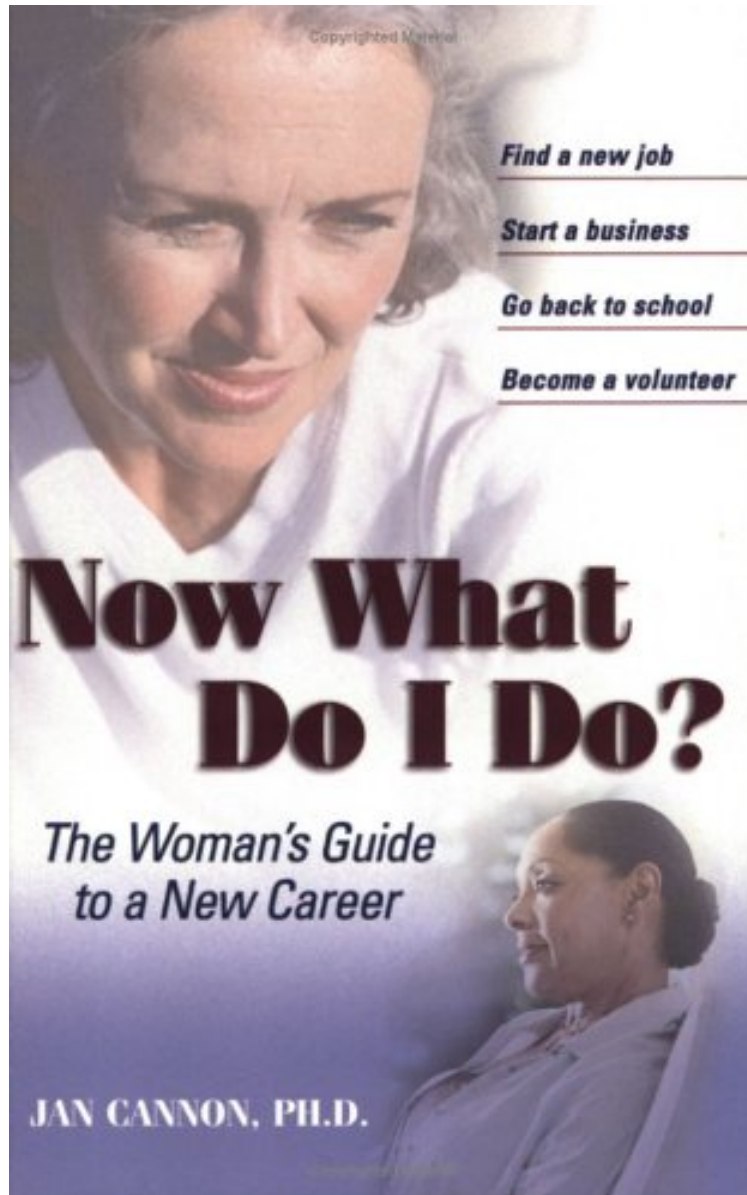


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Now What Do I Do?: The Woman's Guide to a New Career (Capital Ideas for Business Personal Development)

Jan Cannon

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Jan Cannon : Now What Do I Do?: The Woman's Guide to a New Career (Capital Ideas for Business Personal Development) before purchasing it in order to gage whether or not it would be worth my time, and all praised Now What Do I Do?: The Woman's Guide to a New Career (Capital Ideas for Business Personal Development):

5 of 5 people found the following review helpful. Complete guide to get a fresh start
By Jengyee Liang
"Now What Do I Do?" is an easy to read guide for those looking for a fresh start. The book's primary audience is middle-aged women who have decided to reenter the workforce or to take a new direction in their careers. It walks the reader through many hands-on exercises, all the options for work (working for someone, working for yourself, or volunteering), and is sensitive about the subject of how to manage ageism (age discrimination). While I am not part of the book's intended audience, I, as a young woman, found the book very useful. It is rich in advice, resources, and thorough exercises that would help anyone uncover her skills, interests, and passions. The handful of comments about age were the only few points in the book that I did not find immediately relevant. Several of the exercises (e.g., writing a future autobiography) and ideas (e.g., importance of networking, thinking positively, creating a support group for change) were not new in that I've come across them in other books, but this is advantageous because Cannon compiles a comprehensive set of exercises in one easy to access reference. The bottom-line of Cannon's book is that we have to do our homework in preparing for a life transition. She hits this point so hard with all her assignments that at times, the book feels a little overwhelming and preachy. It would have been nice if she balanced out some assignments and advice with more stories or alternative approaches. She shares some very inspiring anecdotes about herself, famous people, and her clients, which left me thirsty for more. I also think the book would flow better had she brought some of her finishing points to the beginning of the book because I found myself "getting sidetracked" already during the initial chapters. However, all the information is there to help one get started, and she who takes full advantage of Cannon's book no doubt will enjoy much success in her new career. The career coach who has "Now What Do I Do?" on his/her shelf also has a great library of materials to help clients find their direction. Members of women's professional organizations (e.g., Society of Women Engineers) can benefit in particular because they can tap into their membership pool to buddy up with someone or create the much-needed "success team" as they embark in a new direction or into the world of work for the first time in a while.

0 of 0 people found the following review helpful. if you don't think you want a change
By Reader Views
Reviewed by Tammy Petty Conrad for Reader Views (10/06)
Today we look at employment differently than our parents did. We change jobs more often and know we'll work longer before retirement. Jan Cannon, president of her own career counseling firm, smashes the concept that career changes must be made prior to mid-life. In fact she helps her readers embrace changes after forty, and even fifty. She focuses on women of this age group because this population has been previously ignored by career planners. "Now What Do I Do?" is for people considering changing jobs or those who have to. It is even helpful to those who want to start their own business or just want to do volunteer work. "The right job...is one that meets psychological, emotional, and financial needs as much as one that uses your skills." The author goes through the mechanics required in searching for work, but also helps readers get to know themselves, their skills and their preferences. The book reads quickly, but it is also a workbook full of assessments which allow the reader to ponder their attributes and desires so they don't settle for the first available job, but instead find where they are meant to be. Rather than being too late to realize our dreams, "Mid-life is a time for exploration and self-expression, not resignation." Being closer to mid-life than my twenties, I find this very reassuring! I especially liked the "Exploring the Want Ads" exercise. Previously I only circled the jobs I knew I could get. But the author suggests circling anything that interests you, whether you are qualified or not, because you're not looking for a specific job in this case, but what interests you, and therefore motivates you. This exercise includes other steps to make it as valuable as possible. Jan Cannon suggests many types of support tools, one of which is your own "Success Team." This is a group of people you select who will support you during your job search. We have support groups for everything else, why not job hunting? Lastly the resource section overflows with websites, books and associations to benefit your search. Even if you don't think you want a change, read "Now What Do I Do?" It will give you the confidence to step out of the box. After all, there's plenty of time left. Received book free of charge.

2 of 2 people found the following review helpful. Just EXACTLY what I needed right now!
By Sherry J the Jobseekster
What great luck! I just found this book and it is the perfect book for anyone - women in particular - who wants to make a career change. At 47, I was laid off after 13 years with my employer, and I want to make sure that I really like what I do in my next job...as opposed to just leaping at the first job offer I can find. This time I understand what my goals really are, what I REALLY want to do, what my options are (student? employee? entrepreneur? volunteer?), and I will make the best choice for me, because author Jan Cannon is coaching me with this EXCELLENT book. She doesn't "prescribe" a one-size-fits-all solution - she helps you figure out what's best for you, and then she helps you find the right tools to use to get there. I've already learned so much about myself and about finding "the right job" it's amazing. If you're a woman in your 40's/50's, this is the perfect book for you. The tone, the exercises and the examples, the feel of the book is tailored just for you. Jan Cannon clearly understands what you need and, in a very non-judgemental way, helps you get there, with thought-provoking exercises, inspiring commentary, experienced guidance through the maze that comprises a job hunt, and even online and offline resources in a section at the end. Sherry J. from Sioux Falls, SD...

For women at a turning point in their lives learn how to get out of a dead end job, find a new career, start that dreamed-about business, move in new directions. "An entire career can be started, developed, and completed in the active years

before Social Security or retirement benefits begin," says veteran Boston career counselor Jan Cannon. In "Now What Do I Do?" she shows you a new way of looking at yourself and the many opportunities that await you. Inside you'll discover how to : - Develop a clear sense of your strengths, talents, interests and mid-life goals - Conduct research into all the career choices available to you - Write a resume geared to each job you want - Be a persuasive, informed interviewee, and much, much more. Pick up your pen and dig into Jan's workbook-like format, complete with self-assessment exercises and illustrated throughout by inspiring examples drawn from her clients. When you finish this book, you'll know how you can make the most of the rest of your life!

"Her book gently guides women through the search process that will lead them to the best new career for each." -- Andrea Nierenberg, author, *Nonstop Networking* and *Million Dollar Networking*"Jan's system really helped me focus on what I wanted for my next career move." -- Martha J, trust officer, 52" This option-filled handbook can point the way to a rich and rewarding new life." -- Barbara J. Winter, author, *Making A Living Without A Job*About the AuthorJan Cannon, Ph.D., MBA, is president of Cannon Career Development, Inc. a Boston career counseling firm that helps individuals and groups find work that they enjoy whether in an established business or starting one of their own, especially for the 50+ job seeker. Ms. Cannon writes a column for *Career Connection*, was the online career expert for *CIO.com*, and has been quoted in *Business 2.0*. She hosted a weekly cable television program, "Its All About Work," and has been a guest on numerous radio programs as an expert on careers and entrepreneurship. She has been a dental office manager, English teacher, small business owner, college administrator, and single mother of two young adults, earning academic credentials along the way. At 53 she still wonders what her next career will be.