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*Connecting Resources and Opportunities Since 1980*

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*“The truth will set you free. But first, it will piss you off.” -Gloria Steinem*

Several years ago I was approached by “Paul” who had been a basketball coach at the Division I (major college) level for a period of time that spanned two decades but now wanted to change careers. “Paul” knew of me both from my own career in executive recruitment/development as well as my avocation as high school basketball coach. (*Executive Development = Helping folks develop to their maximum potential through their respective careers*)

“Help me posture my resume”, he said, “so that I can interview for a job in sales”. “Posture your resume”? I asked. “Paul, what are you posturing, you’ve been in coaching for 20 years! Just tell your story and how you came to this decision. Just tell the truth”. I went on to state, “There is Tremendous Power in the TRUTH”.

*If you are not truthful about your history (resume) you must live a lie moving forward. What a terrible way to live! What a terrible career premise!*

My guess is that you have much to offer. Understanding WHAT it is, how to explain it in a compelling fashion and believing the TRUTH is very compelling is the essence of this document.

In his New York Times best seller **The Seven Habits of Highly Effective People**, Stephen Covey stated that many people spend their entire lives trying to climb the ladder of success only to find it’s up against the wrong wall. The Tremendous Power of the Truth, as depicted here in PART ONE of this piece, will help you to ascertain on which wall to rest your ladder. PART TWO on INTERVIEWING will help to get your ladder firmly placed on that wall.

Respectfully speaking, **I do not care what you want to do! I have no agenda for your life!!**

That said, like anyone else I do have an agenda and in this case I hope ours are the same:

Identify your TRUTHS

Develop a deep appreciation of the irrefutable benefit the TRUTH provides

Integrate those TRUTHS into each dialogue, communication, and conversation you have with everyone you know.....including perspective employers!

I've been fortunate to see the Tremendous Power of the TRUTH in action during my 30+ years of working with people transitioning in their lives. (I've seen the opposite in action as well.....the TRUTH is much preferred!)

Knowing WHAT you want and WHY is the first step to any successful transition, certainly your job search. If during the course of your search we were to work together or, if you work with *any* third party (brother, sisters, neighbor, colleague etc) knowing exactly WHAT you want and WHY is the key to being able to provide clarity to that to that third party....who also might be a future employer!

*Think about it, if you're clear and communicate that clarity for the purpose of arranging an interview and the interview is successful and you get hired, everybody wins. You get what you TRULY want, the other side gets a clear vision of the TRUE you and everybody is happy, everyone wins. Simple! No tricks, no hidden agenda, just the TRUTH for all concerned.*

It's been said that "the most important sale you'll ever make is to yourself". If you are 100% clear on WHAT you want, and WHY, every decision you make gets clearer; every conversation more concise; every question more honestly, effectively asked and answered. ***I'm down on one knee, I'm begging now..... "Become familiar with yourself"***.

*As simple an example as this may seem consider the times when you've ordered food in a restaurant. When you know what you want, when you're clear on what will satisfy you satisfaction is usually achieved. At least for me, less clear = less satisfied.*

We live in a time when there is PLENTY of "noise" around us, many ways information streams into our lives. Some is wanted some unwanted but either way it is an absolute overload! If you're like many this "noise" becomes a true deterrent to the focus of our lives.

*If that verbiage isn't clear, turn up the volume your radio, iPod, TV etc to a significant level and then attempt a meaningful conversation with your mother, father, sister, brother, spouse or child. Speaking and or listening probably becomes fairly tough, it's a bit too noisy? Turn that device off and attempt the same conversation. Unless you want the distraction, unless you don't really want to have the conversation the quiet way is far more effective!*

Opinions abound in our lives and the opinions of others out of context to your TRUTHS are "noise" as well. You'd be wise to find a truly quiet time, void of any of the above distractions and/or afore mentioned opinions then ask and answer this single question;

**What's Important Now?**

*(W.I.N. as we say in coaching)*

What is the single most important thing in your life NOW? What MUST you have to make you transition forward a

success? WHY?

*To reference Stephen Covey again, we all have priorities and as such should attach our actions to those priorities.*

To be clear I am not promising nirvana; I'm not suggesting this is a perfect world. In most cases you can't get everything you want, but, you should be clear on what you want most and then what you'd be willing to give to attain that WHAT ....you have to give to get!

*Consider the words of Napoleon Hill in his inspirational classic "Think and Grow Rich"! In the chapter on "DESIRE" Hill describes the six steps to riches. The following are his words for Step 2: "Determine exactly what you intend to give in return for the money you desire. (There is no such reality as "something for nothing)"*

The point though of everything I'm espousing, the point of this entire philosophy is **not give up what you want most but in fact to get what you want most;** which is impossible until you know that WHAT first.

*The chief cause of failure and unhappiness is trading what you want most for what you want now - Zig Ziglar*

For each of us walking the earth *THERE IS ONLY ONE TRUTH!*

What is more important as you move forward from this day then understanding your TRUTHS and in turn using those to honestly represent WHAT you are about and WHY?

Understanding "What's Important Now" (W.I.N.) in your life is the greatest asset imaginable.

*I believe from the bottom of my heart that you'll be doing yourself and all of those close to you a tremendous disservice if you don't take the time to understand "What's Important Now" (W.I.N.)*

If it's fair to say that being aware of and acting on personal priorities is crucial to a happy, effective existence might it also fair to say that our priorities shift as we evolve in our personal and professional lives?

If so.....when was the last time you realigned YOU with YOU?

TRUTHFULLY most of us would say it's been too long and understandably so. An up-to-date awareness of priorities is difficult to attain in these turbulent times, however, if not now then when?

*"If you don't have time to do it right, when will you have time to do it over?" - John Wooden*

Think about your life just 5 years ago. What has changed? Have any priorities shifted as a result? Have you adjusted your actions to the new priorities?

*My wife of 29 years and I were not "empty-nesters" five years ago. Our priorities certainly shifted! Our relationship needed to be revisited!*

If you're still with me it's time for the hard part of this piece; THE WRITTEN WORD!

**This is the place where most people fail. What a sin!**

We've discussed "noise" and blocking it out, we've discussed "becoming familiar with yourself" so now take what you've learned, block out the noise, find 30 or so of uninterrupted minutes to consider and WRITE DOWN "What's Important Now" (W.I.N.).

The top priority in your life, NOW, TODAY, what is it? WRITE IT DOWN!

Now ask yourself, TRUTHFULLY, are you spending enough time working with that priority?

This seemingly simple exercise is very impactful and the impact will be quite profound on you and those close to you. The process can be a challenge, needs to be systemic but once again the results will be quite liberating!

Continue by writing down other things you'd like to accomplish. Don't worry yet about editing, just write! List first, prioritize later...you already have #1 (Subject to change at any time; you're human, you're allowed)

Whether the things are personal and/or professional is of no consequence. Remember, the simple goal is to get "familiar with you".

From there, WRITE DOWN "WHY" you want to do these things  
(*WHAT: Play Guitar – WHY: Want to have a mutual interest with my daughter*)

Now that you've prepared your WHAT/WHY list, prioritize. Which point is a must have which would be nice to have etc.

Don't take too long at this part, the first pass is most important and once you've completed this written chronicle of your priorities as you know them today.....take a walk, read a book, cook a meal etc. Leave it alone for a while, it's written so it will be there when you get back.

*If you're at all like me it will all haunt you a bit as you cook, clean, exercise or read!*

**If you don't do this for yourself who will?**

This prioritized list of WHATS and WHYS is what I call a W.I.N. Statement; your own inventory of you.

Show your W.I.N statement to somebody close to you, a spouse, sibling, friend etc. Ask them if they think your comments are an accurate depiction of you, as they know you TODAY. If so, great! If not, why?

Your W.I.N. statement is a fluid document so keep working at this and the whole concept of the TRUTH..... it is so very powerful!

Your W.I.N. statement is also a personal blueprint that can simplify many decisions you make during periods of great dissonance because you've prepared yourself during quiet times.

At the risk of sounding corny, "congratulations"! You've just successfully completed a very important interview. You've asked yourself and answered some tough questions and done so honestly.

*"One lies the loudest when one lies to himself".*

Hopefully you found PART ONE of "How the Truth Will Set You (and Your Career) Free" useful in some way, shape or form. The concept of understanding yourself first and then communicating how YOU might be a positive to others will serve everyone well.

If you're interested in PART TWO of this piece, the process of using your W.I.N. statement as a guiding point to the interview process send me an email [HYPERLINK "mailto:barry@bckassociates"](mailto:barry@bckassociates) [barry@bckassociates](mailto:barry@bckassociates). I'm more than glad to share.