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CAREER MAPPING

Charting Your Course in the New World of Work

By Ginny Clarke and Echo Garrett

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CAREER MAPPING “gives people tools and insights to empower themselves and to make conscious, constructive choices throughout their lives . . . a great lesson in the real world”

– Gary E. McCullough, CEO, Career Education Corporation

“No matter the age and stage of your career, **CAREER MAPPING** will help reposition you for the next big thing. – John E. Kobara, author, *Adopting The Mentoring And Networking Lifestyle*

**CAREER EXPERT GINNY CLARKE SHOWS HOW ANYONE –
FROM RECENT COLLEGE GRADS TO SEASONED PROFESSIONALS –
CAN ZERO IN ON – AND WIN – THE JOB OF THEIR DREAMS**

**CAREER MAPPING IS AN INNOVATIVE AND INSIGHTFUL
GUIDE TO THE NEW WORLD OF WORK**

The world of work has changed forever. The only way to thrive in this highly competitive, technology-driven economy is to think of yourself as a “free agent,” someone who takes full responsibility for his or her own career. That means figuring out what you want to do, both now and in the long-term, and making a plan to achieve it. In her new book, **CAREER MAPPING: Charting Your Course in the New World of Work** (Morgan James; August 2011) written with Echo Garrett, Clarke shows how anyone from recent college graduates to seasoned professionals, can zero in on – and win – the perfect job.

“It is up to you to choose your job and find an employer worthy of what you’re offering,” writes Clarke. But successfully achieving a self-directed, free agency approach to career management requires introspection, discipline, and decisiveness. Her Career Mapping process – based on her interviewing and coaching hundreds of people as an executive

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recruiter and career coach – is designed to meet these needs at every stage of a person’s career. It is built on helping job seekers answer three fundamental questions: What do I really want? Am I well suited to perform that role? Am I willing to do what it will take to get me into that role?

In **CAREER MAPPING**, Clarke lays out her step-by-step method, complete with examples from her own work history, as well as from her clients. Throughout, she offers specific advice to people at all levels – whether they are individuals just starting out; mid-level professionals or senior executives wanting to transition into another field; people nearing retirement age desiring to switch gears; or people who have been out of the workforce due to job loss or a personal need.

To lay the foundation for free agency, Clarke explains how to plot your career history in order to determine which industries may be the best fit for you. She also explores how people can drill down into their own competencies and think about them in new ways – how, for example, skills gained in visual merchandising combined with experience in the gourmet food business might be applicable to a career in hotel event planning. Clarke also urges job seekers to pinpoint the specific companies they wish to work for. “You will force yourself to learn as much as possible about those companies, increasing the likelihood of finding an opportunity that actually suits you,” she says. “And when you do land that interview, you will dazzle the interviewer with your in-depth knowledge and be able to give a compelling rationale for why you are so well-suited to join their team.”

Once readers have worked through the exercises to determine where they wish to end up, **CAREER MAPPING** provides tools to help them reach their destination – addressing such topics as résumés, networking, perfecting one’s elevator pitch, and interviewing. For instance, Clarke urges readers to think about their résumés in a new way. “A good résumé shows an employer where you’ve been, what you did there, *and where you want to go*,” she writes. This is especially critical for those looking to make a transition from one industry or function to another, and for those with non-traditional career paths. She

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explains how to describe a career objective, so that you're crystal clear about what you're seeking and what you've done to prepare for it. She also shows how to organize résumés by both chronology and function to present the best case to prospective employers.

When it comes to interviewing, Clarke writes, "The best candidates for any job demonstrate self-awareness, focus, and clarity." She encourages job seekers to go into every interview with three or four talking points and to express those same points when meeting with others at the company. She also warns against apologizing for a non-linear career history. "Anticipate questions by offering your rationale for past moves and what you learned from them," she advises.

One-dimensional, life-long careers are a thing of the past, and people at all levels are looking to transition into other fields. Ginny Clarke's insights and practical advice are what they need to transform vague longings into a concrete path that will lead them to the jobs they want throughout their lives. **CAREER MAPPING** will show anyone – employed or unemployed, young or old, inexperienced or seasoned professional – how to adopt the free agency approach and chart a successful course into the new world of work.

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ABOUT THE AUTHOR

GINNY CLARKE is the founder of Talent Optimization Partners, LLC, which provides corporate consulting and executive coaching services. A sought-after speaker, she spent twelve years at Spencer Stuart, one of the world's largest senior-level executive search firms, as a partner and the leader of the global diversity practice. Prior to joining Spencer Stuart, Clarke spent several years in banking and ten years in the real estate investment management business. She received her B.A. from the University of California, Davis and her M.B.A. from the Kellogg School of Management at Northwestern University. She is a longtime resident of Chicago. To learn more, go to: www.mycareermapping.com.

ECHO GARRETT, who was editor-in-chief of *Atlanta Woman*, has written for dozens of magazines, newspapers and websites, and is the co-author of several books. She recently launched the Orange Duffel Bag Foundation, dedicated to providing life skills education and support for youth living in or aging out of foster care, and for homeless youth. She lives in Marietta, Georgia.