



Mastering Career Focus

Bernard Bushe

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Career choice is an inevitable aspect of a human being's career construction and success. We spend 80 percent of our lives at the workplace so we cannot leave such a decision to chance. We could spend our lives in frustrated pursuit of a wrong career because we lack the right tools and information to construct our careers with. Over 70 percent of people in the world today are unhappy with their jobs, mostly due to a wrong career choice. To generate fulfilment out of a career, you need to make the right decision, from an informed viewpoint. This book systematically illustrates the process of:

- Finding your Talents, Abilities and Strengths (World of the Self) - building a career based on accurate understanding of your authentic self looking at your unique talents, abilities, personality, background, interests, strengths and weaknesses, dreams, passion and purpose.
- Figuring out the Career Field that best uses your Talents, Abilities and Strengths (World of Work) – also covers challenges and demands of the workplace, opportunities for employment or entrepreneurialism, career fields in high demand globally and locally and related career families.
- Fostering the right Training and Development to transform your Talents into Strengths (World of Study and Learning) – includes opportunities for growth and development, up-skilling yourself.
- Fully utilising your Talents, Abilities and Strengths to achieve your dreams (Convergence of All Worlds: - world of the self, world of work and world of study & learning).
- These steps will help you to build an extraordinary, fearless and fulfilling career around your areas of dominant ability and strengths. Prominent global icons like Nelson Mandela, Mother Theresa, Mahatma Gandhi, Richard Branson and Oprah Winfrey have all built successful careers around their strengths. Hence anybody including you and I can do the same. Many young people today are in the dark about the most important aspect of their life: career decision, construction and eventual success. This book, Mastering Career Focus is an urgent response to this need and demonstrates in a simple, engaging and inspiring fashion, how to construct your career around your strengths, and avoid the frustration of building a career around your weaknesses. Some people feel compelled to pursue a wrong career for financial rewards despite their lack of talent for such career fields. This can prove disastrous and be a sure source of frustration for their entire career life. Fulfilment is hinged on pursuing a career because you are cut out for it. Studying this book is the best decision you can ever make and the greatest gift available in the 21st century to unlock your future career while challenging you to exercise personal leadership.

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