

Greg Ranney, this week's contributor to our newsletter, inspires his clients to express their self-worth and articulate the value they add and how they add it. He motivates his clients to take control of their careers. Once placed, he guides them through the transition into a new company, a new culture and a new position.

Greg's experience as a senior finance executive provides real-life examples and tested processes that are applied to executive track professionals. Greg is a member of the Association of Career Management Professionals International, the Association of Psychological Type and the Financial Executives Networking Group.

Greg has been a guest speaker at TENG and FENG chapter meetings throughout the NYC metro and tri-state area. His audience always takes away valuable concepts and ideas that they can apply to their personal lives and career transitions. We are very fortunate to have Greg contribute to our newsletter. Please be sure to share your thoughts and feedback on this newsletter with him. You will find his Email address and phone number at the end of this article. Ed Pospesil

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## What's It Gonna Take?

By: Gregory A. Ranney  
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So what's it gonna take? You know the job search routine. You've been to numerous networking groups and heard countless speakers provide a nugget or two to move your search forward more effectively. What is it gonna take to get you to "just do it?"

Although you know what needs to be done, you still can't quite seem to give it the **energy, focus and urgency** to get the results you want. You know you should be networking, meeting at least 10, if not 20, people face-to-face each week, but you just can't quite bring yourself to get there. You know you should not be relying so heavily on the internet, but it is so safe. Just send emails and wait.

*"Our doubts are traitors and make us lose the good we oft might win, by fearing to attempt." - William Shakespeare*

*"The cave you fear to enter holds the treasure you seek." - Joseph Campbell*

What are you afraid of: failure or success? Yes, success! What if the phone call you place actually gets returned and they agree to meet with you? Then what? Then you will have to go face-to-face with someone, perhaps a stranger, and convince him/her that you are someone worth connecting into his or her network. What would you say? What would you ask for? How would you let them know how special you are? How

would you differentiate yourself? How would you convince them, especially if you were not totally convinced yourself?

*“Too many people overvalue what they are not and undervalue what they are.”  
- Malcolm Forbes*

You know the drill. You know it is all connected -- your message about the value you add, how you add it and the person you are -- woven throughout your marketing tools: resume, elevator pitch, cover letters. It is all connected with the job you want to do. Yes, **the job you want to do**. To help your network help you, you have to focus. You cannot be all things to all people. **You have to choose** what you want to do and where you want to do it.

*“Let me win, but if I cannot win, let me be brave in the attempt.” - Motto of the Special Olympics*

*“He that is afraid to shake the dice will never throw a six.” - Chinese Proverb*

Think about your performance in this job search so far. If someone who had worked for you had performed for you the way you have performed in this search, you would have fired him/her. Look at yourself. Look at your performance. Why is it that you performed better for your former employers than for yourself? Do you have so little respect, so little regard for yourself?

*“All we have to decide is what to do with the time we are given.” - Gandalf to Frodo, The Fellowship of the Ring (movie)*

How did you respond when you were given a bad, I mean challenging, budget or an impossible deadline? Did you quit? Did you say, “Let someone else do it?” No. You sucked it up, got focused, got help, got a sense of urgency, developed a plan and got it done.

*“Problems are only opportunities in work clothes.” - Henry J. Kaiser*

*“The greatest glory in living lies not in never falling, but in rising every time we fall.”  
- Nelson Mandela*

What must you do differently? What's it gonna take for you to do what you know needs to be done? What do you need to do that you aren't currently doing to be successful? It is time to **choose success**.

Break the patterns that are holding you back. Identify the problems and solve them, just like you did when you were employed. Assess your resources. Fill in the gaps. It is all about resource utilization. Do you have a “Board of Directors” to whom you are accountable, to whom you report your progress and from whom you seek guidance and introductions? Just like you got training in skills you needed to develop when you were employed, do you need to enroll in a “training-type” seminar or workshop for your

search? Just like you hired a consultant for help on a project when you were employed, do you need to hire a coach for assistance on a particular aspect of your search, or to help you focus and energize?

So, what's it gonna take? It's gonna take you taking control, taking ownership and **acting like the senior executive** you are!

*Destiny is no matter of chance. It is a matter of choice. It is not a thing to be waited for, it is a thing to be achieved.” - William Jennings Bryan*

*“Remember: It's a funny thing about life; if you refuse to accept anything but the best, you very often get it.” - W. Somerset Maugham*

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