



# Point of View

Dear Marketplace Friend,

**Labor Day holiday?** Talk about paradox in panorama. Today, the focus of our culture is on "work," but work is the front-line for the most personal war now waged. With nearly 10% of Americans out-of-work, over half of the remaining 90% concerned about being down-sized or eliminated, and some number in-between feeling like they are in a career crusher... *what's to celebrate with the holiday?*

Since it was self-published by author Richard Nelson Bolles in 1970, **What Color is Your Parachute?** has become the gold standard of self-directed career advice for the last generation. But today - Labor Day, 2009 - Bolles' generation is most likely still employed, and the oncoming generations are more likely affected by the readjustment of the 21st Century marketplace. Is the 456 page **2008 Edition of Parachute** the best assist for the current crop of self-managed career professionals, or is it time for a new resource that gives power back to the careerist who wants to set his/her own course for success, whether the surrounding conditions are stable or still in flux?

Mick Ukleja and Robert Lorber have packed the chute for the new wave of "no one can manage my career life as well as me" Americans. Free fall or controlled landing?



That all depends on one's capacity to catch the wind and navigate their flight. Their just-released book, **Who Are You? What Do You Want? Four Questions That Will Change Your Life** (published by Perigee/Penguin Group USA) is a do-it-yourself discovery process that will cast new light on one's workaday path.

In 103 pages (within the current, ADD generation's literary tolerances!), Mick and Robert lay the groundwork for the Four Questions (*Who are you, and what do you want? Where are you, and why are you there? What will you do, and how will you do it? and, Who are your allies, and how can they help?*), in terms that are clear and discernible. Rather than a psychological textbook, this is a strategic coaching session with two seasoned veterans of the vocational playing field.

In the last 48 pages, it becomes a how-to manual for a 48 hour retreat --

a self-indulgence that ought to be tax-deductible, given its value to your future career performance - in which those four questions will be asked, answered... and integrated into a recalibration of your own personal career direction.

In **The Master's Program**, we operate within the biblical framework that presumes most of us to manage a career alongside a calling... and that one strategy of the Evil One to keep significant Christians away from their calling is to keep them mired in career mud that compromises their availability for serious Kingdom assignments.

Labor Day may not be a traditional gift-giving holiday, but that doesn't mean that you cannot establish a new tradition with great value: use your favorite bookseller - Amazon, Barnes & Noble, or your local one-off shop - and order enough copies of **Who Are You?...** to distribute to your family, friends and co-workers who are either unemployed, under-employed... or, under-joyed with their employment. Tough economies just bring what was there all along to the surface; *those misalignments don't fix themselves... but life can feel "stuck" until they are resolved!*

Jesus said it well: *"I brought you glory on earth by completing the work You gave me to do."* (John 17:4). When you find the work that really fits - the work that He gave you to do - all of life runs better, you feel fulfilled... and He gets the glory! ***I'm out to make every day a Labor Day to celebrate...***

*Bob Shank*

*Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).*

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