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Your Job Survival Guide: A Manual For Thriving in Change

New Book from FT Press Shows How to Navigate Turbulent Job “Whitewater” During a Recession

October 6th, 2008 (New York, NY) - These are tough economic times and regardless of your job level or industry, no job is truly secure. We live in a world that is changing continuously. What can you do to ride the waves of change at your job, and not only survive, but thrive? The authors of ***Your Job Survival Guide: A Manual For Thriving in Change*** (FT Press, ISBN 13: 9780137127023, September 2008, \$18.99, Paperback, 272 pps)

<http://www.yourjobsurvivalguide.com> provide the tools you need to navigate today’s “permanent whitewater” work world.

Authors Gregory Shea, Ph.D, an adjunct Professor of Management at the Wharton School of Business, and Robert Gunther, co-author and collaborator on more than 20 business books, note in their new book ***Your Job Survival Guide*** that we need a new mindset and new set of skills for this environment.

“Many of us once viewed our careers like sailors on an ocean liner, staking our security on the success of the vessel, but now we must think more like kayak paddlers on a whitewater river,” Shea says. “In this environment, no matter what job you were hired to do, your real job is change. You need to alter your mindset about what it means to succeed and how to succeed.”

Times may seem especially turbulent now with the faltering economy, globalization, new technology, outsourcing, off-shoring and layoffs nationwide. Change however has become the rule and not the exception in the workplace, even during good economic times.

Your Job Survival Guide provides the following 8 tips for navigating the rough waters for job survival:

- Pace yourself to preserve your sanity— The action does not stop, so you need to set your own pace to avoid burnout and exhaustion.
- Prepare to fail gracefully and recover quickly— Failure or flipping the boat is expected, so you need to accept failure and have the right skills and equipment to recover quickly.
- Paddle hard, play hard— You will perform better work and have more fun in the process.
- You are responsible for your own security— In a turbulent environment, you are responsible for the skills and networks that build your own security.
- Scout the river and set your own course— You are responsible for understanding where you are on the river, scouting from the river, and learning from others.
- Communicate through symbols, actions and myths— In a noisy environment, words lose their meaning, so actions, myths, and symbols speak louder than words.
- Team for today’s run – Paddlers form ad hoc teams for the day’s run. You need to as well, adjusting your form of teaming as circumstances demand.

- Lead through trust and personal power– In a world where positions shift, leadership derives more from personal power, and leaders need to take special care in building trust and selecting their teams. You need to as well.

“In an economic downturn, more people recognize they are in ‘permanent whitewater,’ but even during the red hot economy between 1998 and 2000, 30 to 50 percent of companies were laying people off, according to the American Management Association,” says Shea. “This is a feature of our landscape now. We can’t wait for it to stop. We need to be prepared for it. This is an excellent time to change your mindset in the way you approach your job and career to create a work environment for yourself so that you can thrive no matter the economic climate.”

This environment can be both more challenging and more fulfilling. “What whitewater paddlers know is that environments that other people consider exhausting and dangerous can provide tremendous opportunity for those with the right skills and attitude,” sums up Gunther. “The bigger the water, the more the danger, but also the better the play. But you need the right set of skills or you can drown in change.”

Please contact Laura Czaja at laura.czaja@pearson.com or 212-641-6627 to request a copy of the book or an interview with the authors.

Author Bios

Gregory Shea, Ph.D., consults, researches, writes, and teaches in the areas of organizational and individual change, leadership, group effectiveness, and conflict resolution. He is president of the consulting firm Shea & Associates, a principal in The Coxe Group international consultancy; Senior Consultant at the Center for Applied Research, Adjunct Professor of Management at The Wharton School, where he has taught for more than 25 years, an Adjunct Senior Fellow at the Leonard Davis Institute of Health Economics, and a Faculty Associate of the Wharton School’s Center for Leadership and Change. A Phi Beta Kappa graduate of Harvard, Shea holds an M.Sc. from the London School of Economics, and an M.A., M. Phil., and Ph.D. in Administrative Science from Yale. He is a member of the Academy of Management and the American Psychological Association.

Robert Gunther is coauthor or collaborator on more than 20 books, including *The Wealthy 100* and *The Truth About Making Smart Decisions*. He has appeared on CNBC’s “Power Lunch,” NPR’s “Morning Edition,” and numerous local and national radio and television programs, and his projects have been featured in *The New York Times*, *Time*, *USA Today*, and *Fortune*. His columns or articles also have been published in *Harvard Business Review*, *American Heritage*, *Investor’s Business Daily*, and *The Philadelphia Inquirer*. As founder of Gunther Communications, he has consulted with Fortune 500 companies, universities, and major nonprofits. He is a graduate of Princeton University.

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Shea and Gunther

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