



Cathy Alfandre's E-Letter

Create greater joy and fulfillment in your working life.

March 2009

Greetings!

"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful people with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'press on' has solved and always will solve the problems of the human race."

-- Calvin Coolidge

Persistence

Watching President Obama's news conference last week, I was struck by something he said near the end when he was asked about the prospects of negotiating peace in the Middle East. He acknowledged the immense challenge but vowed to keep at it. Then he said, "That whole philosophy of persistence, by the way, is one I'm going to be emphasizing again and again in the months and years to come, as long as I'm in this office. I'm a big believer in persistence."

And I thought: Here is someone with a host of *truly immense* domestic and international challenges in front of him. He must persist. We need him to persist. And his attitude seems to be: *I want to and I commit to persist*. This is a model for us all. Each of us - facing our own personal and professional challenges - needs to persist too. Our attitude and commitment are fundamental to our individual and collective success.

As I think about my clients, friends, family members, and myself, a few themes about persistence rise to the surface. So I offer them here as food for thought....

Persist in holding your vision. Personal dreams, professional aspirations, community changes, or global transformations - each of us has specific visions of what we want. Hold these in your heart - they are the core of inspiration, creativity, and your sense of purpose. Even if the visions can't be immediately realized, they are the guideposts on the journey. Without them, we lose our way.

Persist in taking care of yourself. We need energy to move forward and to make positive change. Rest, exercise, massage, yoga, meditation, healthy food, getting outside, putting the Blackberry in the drawer, just having fun.... It's amazing how often these and other self-care activities fall by the wayside when we are worried, or feeling stymied, or just nose-to-the-grindstone busy.

Persist in learning and staying fresh. It's tempting in today's economy to hunker down and just stick to our routines until this all blows over.... But to thrive and succeed we really must continue to focus on learning new things and staying current. It may not be time for semester-long classes, but there are other possibilities: webinars, presentations, reading the latest books, subscribing to newsletters, attending a 1-day workshop, and so on. And while you're at it: experiment with social media, try new technologies, read other people's blogs, etc. etc. Stay current to distinguish yourself in

this marketplace.

Persist in pursuing what you want. With your vision at the core and all the energy you can muster, continue to go after those things you want, even in the face of brick walls. As those who are job-seeking know, it feels like there are brick walls everywhere right now. But we need to persist in finding ways over, around, or even through them. Make that extra phone call, go to that networking meeting, send that note, ask a different way, try someone else. Commit to taking steps every day; even the smallest ones matter! Those who persist will get to the other side of the wall eventually, and when they arrive, they will be stronger and more confident.

If you or someone you know has a story of persistence, I'd love to hear it.

All the best --

Cathy

Interested in a Green Career?

I've recently become an affiliate of Green Career Central, a rich online resource for job seekers, green employers, and even us career coaches trying to help our clients. Among the resources on the site: a green job board, insights from green employers, guidance on how to transition to a green career, articles, tips, links to experts, and so much more. There is a low monthly fee to access all of this information, but it's a no-brainer investment if this is a career direction you want to pursue. Check it out: <http://www.greencareercentral.com/alfandre>. And feel free to contact me if you have questions about it.

This bi-monthly e-letter is intended to offer ideas, tips, resources, and questions to ponder on careers, fulfilling work, and career-life decisions. I welcome your reactions and your suggestions for future topics.

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email: cathy@cathyalfandre.com

phone: 203-445-7906

web: <http://www.cathyalfandre.com>