

Giving Something Back to the World



At 45 years old, Kathy Doherty was in an enviable position – Vice President at Ketchum Public Relations, a top 10 international PR firm. “I found public relations tapped into some of my latent business talents, such as consulting and strategic planning. I was delighted with all that I could do.”

Kathy flourished at Ketchum, taking on more and more responsibility for clients. “If you’d asked me then what my career goals were, I’d have responded that I wanted to continue to grow with Ketchum. I didn’t feel I could be happier with my life.”

Then Kathy tried The Highlands Program to gain more insight into her career and to plan her course for the next several years. “The Highlands Ability Battery helped me immediately. I found it empowering to know that my innate abilities in problem solving and communications were as good as anyone else’s at the table. I projected an increased confidence and authority in the consulting advice I was giving. I loved knowing, really knowing, that I was in the right field for me.”

Kathy’s biggest insight came to her during the Highlands *Personal Strategic Planning Seminar*. “I discovered that although Public Relations work was an ideal fit for me in many ways. I deeply missed the feeling of contributing. My core value compelling me to do good in the world was not being expressed.”

Shortly after completing The Highlands Program, Kathy noticed that CARE, the world-wide relief organization, was looking for a PR professional. “Although it had frankly never crossed my mind to leave Ketchum, I decided to act on what I had learned about myself, and I sent in my resume.”

“Several months later, CARE called and asked me to interview. Within two weeks after the interview, I knew this job (as PR Manager for CARE) was meant for me.”

Kathy’s responsibilities have already taken her to Africa and all across the United States to donor offices.

“This new position is giving me the opportunity to achieve a key goal and fulfill an important value rediscovered by my work at The Highlands Program: to give something back to the world; to work with a cause or effort that is inherently meaningful and to see the wider world first hand.”

The Highlands Program Philosophy

You deserve to enjoy what you do for a living. You deserve to think of words like pride, satisfaction, fulfillment, and, especially, meaning, when you describe your work. To gain these goals takes time, effort, and commitment. They can’t be handed to you from the outside. They can only be discovered from within you. The Highlands Program is a process dedicated to help you do that – to help you live the life you want to live.

Fed Up! Executive Women Confront Mid-Life

The headline above comes from the cover of a Fortune Magazine issue. The article is about women and their struggles to find meaning in the corporate world, but most of the issues facing women apply to men as well.

The study was done by Yankelovich and involved 300 executive women. The findings:

- One third of the women said they were bored.
- One third frequently experienced depression.
- The majority said they didn’t have a personal life.

Forty percent said they felt trapped.

Eighty-seven percent said they had made, or were seriously considering making, a major change in their lives.

While “personal issues” were a factor in the mid-life crises of these executives, the article clearly points out that much of their dissatisfaction stemmed from reactions to work. The article debunked some of the “old thinking” about these work-related issues:

- a. Motherhood had little relation to the frustrations the women were feeling. Women with children and women without children felt the same way.
- b. The “glass ceiling” talked about for so many years was also not a factor. Seventy percent of these women expected major career advances within the next five years.

Some of the comments from the women interviewed for the article:

“This is a far richer and more diverse issue than can be classified under the glass ceiling or work/family umbrella. It is driven by the array of creative choices available to people who reinvent themselves.”

“We need a little redefinition of work and success and what all that means.”

“The message of the day is that change is possible. You don’t have to get it right the first time.”

These women are clearly struggling with the problem which The Highlands Program was built to solve: meaning in life is crucially important, but it is a complex and multi-faceted issue. While “meaning” does not lend itself to easy answers, it can be attained.



Are You DisNavigated?

Do you find your work meaningful and exciting? Or are you just putting in time? How do you know if you are ready for a real change, or whether you should just stick it out?

This quiz is designed to get at the sources of what we call a Personal Strategic Vision – a personal, vivid picture of where you are going with your life.

Circle the points associated with your answer:

1. How old are you?

- 18-24.....8 pts. 44-50..... 0 pts.
- 25-28.....0 pts. 51-55.....4 pts.
- 29-33.....4 pts. 56-65.....0 pts.
- 34-38.....0 pts. 65+.....8 pts.
- 39-43.....8 pts.

2. How do you feel about your job?

- Love It.....0 pts. Dislike It.....7 pts.
- Like It.....4 pts. Hate It.....8 pts.
- Tolerate It.....6 pts.
- Used to like it, but tired of it.....8pts.

3. How long have you been in your present career?

- 17+ yrs.....8 pts. 1.5-7 yrs.....0 pts.
- 8-17 yrs.....4 pts. <18 mos.....4 pts.

4. Which statement best describes you at work?

- A. I am an extrovert: I like being around people most of the time.
- B. I am an introvert: I can interact with people, but I have to work at it some.

If you chose 4A, rate your interaction with people on the job:

- Interacting constantly.....0 pts.
- Interact some.....4 pts.
- Don't interact much.....8 pts.

If you chose 4B, rate your interaction with people on the job:

- Control interactions or
Don't interact much.....0 pts.
- Interact some.....4 pts.
- Interact constantly.....8 pts.

5. Do you have a personal strategic plan for your life/career?

- Yes – I know where I'm going.....0 pts.
- Sort of. I have some ideas.....4 pts.
- No – I'm winging it.....8 pts.

6. How close is your present job to the kind of job you would volunteer to do if you didn't have to worry about practical considerations?

- Very similar.....0 pts.
- Alike in some ways.....4 pts.
- Not alike at all.....8 pts.

7. Do you have a set of written goals for your life?

- Yes.....0 pts.
- No.....8 pts.

If you answered 'yes': is your present job directly related to reaching any of these goals?

- Related to most.....0 pts.
- Related to some.....4 pts.
- Not related at all.....8 pts.

8. What fascinates you the most? What grabs your attention and interest in magazines, T.V. or the news? Does your present job have any relationship to this interest fascination?

- Yes, a lot.....0 pts.
- Maybe, but not very much.....4 pts.
- Not very much at all.....8 pts.

9. How would you feel if told that you would be in the same career you are in right now for another 7-10 years (assuming it progressed and changed the way you think it will)?

- Lucky/excited.....0 pts.
- There could be worse things.....4 pts.
- Totally depressed.....8 pts.

10. Does your job in any way resemble what either your mother or father did at work?

- Exactly the same.....4 pts.
- Some significant similarities.....0 pts.
- A few similarities.....4 pts.
- Not anything alike.....8 pts.

Total your points and see whether you have a Personal Strategic Vision or whether you are DisNavigated.

60-80 pts. Sorry, you're in DisNavigation City
The Downside: You are DisNavigated. You may be feeling somewhat dissatisfied with how your career is going, and you may not know how to figure out the next step.

The Upside: Now is the ideal time to think about your career strategically. You are undoubtedly open and ready for change. Creating a Personal Strategic Vision can help to make the career changes you make positive changes.

41-59 pts. You're at a crossroad; time to make a decision

The Downside: If you are not DisNavigated now, you may be soon.

The Upside: You're at a crossroad. You have some of the pieces of your personal vision, but looking at an even larger picture of your life and career can really help. You are either ready for a change, or are fast approaching a time when you will be open to change. Working on your Vision can make that change happen in a positive, life-enhancing way.

21-40 pts. Keep pushing; you're close to a real career plan.

The Downside: You may be satisfied enough so that you don't feel immediately motivated to get a strategic plan.

The Upside: You may have many of the pieces of your own personal vision. Start to integrate them into a Personal Strategic Vision – that is, getting your career to match your dream. This vision can move you in a very powerful and positive direction.

0-20 pts. You've got a vision!

You have identified many of the sources of a Personal Vision. You may be at a time when you feel 'launched' and on your way. Working on a Personal Strategic Vision or defining the one you already have can prepare you for future twists and turns in your career.

The Value of Values

Sometimes sorting through all of the pieces that go into a life or career plan can feel pretty daunting. Kathy (story on reverse side) thought she had it pretty well figured out: good job, good pay, nice position, room to move up. But suddenly she discovered there was still a piece missing. She wanted, needed, to give something back to the community. She simply had not realized this was going to be so important to her.

At The Highlands Program, we are always talking about meaning. When we feel that our lives and careers are meaningful, we feel more alive. We approach life with enthusiasm instead of resignation. What constitutes meaning is different for each and every person. And it changes as we grow older. Soon or later, though, all of us confront the question – 'Is what I am doing worth doing?'

Most of us feel that figuring out our innermost values and matching them to our careers are "extras" in life. Nice, but not critical to personal success. The truth is just the opposite.

We can all figure out what's really important in our lives. The sense that there is something large and meaningful to work towards, whatever that may be, can be transforming. It can make any job feel worth doing.

How The Highlands Program Works
For High School Students, College Students, Adults and Corporations

The Highlands Ability Battery
Discover your natural, inborn abilities – things that come naturally and easily to you

Personal Strategic Planning Seminar
Look at your abilities, interests, skills, personal styles, values, family and goals in order to create a career vision

Highlands Workshops
Focus entirely on your abilities in relation To your current or future career setting

To complete the Highlands Ability Battery

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www.CareersThatFit.com