



Dear Chief

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COLUMNIST

DEAR CHIEF: I’ve followed your advice about acquiring and developing a specialized knowledge. I went back to school to get a college degree in journalism but can’t seem to find my dream job and dream salary. My potential career is going nowhere and all the knowledge I’ve obtained is being wasted. I feel powerless. So much for the saying “knowledge is power!” How can I gain traction and start making some progress?

SPINNING IN MUD



DEAR SPINNING IN MUD: Starting a career can often feel very overwhelming, especially just after graduating from college. First, let me congratulate you on earning your college degree. That in itself shows me you have the discipline and commitment in finishing something you started. A college degree is certainly something of which you can be very proud.

A college degree in itself, however, is not an automatic ticket to success in your field of study. It looks great on a résumé, but in that capacity, only serves as a credential. Even if it helps you get hired it doesn’t guarantee your success in your profession or job.

And you are right! The saying “knowledge is power” is not entirely accurate. Knowledge does not automatically equate to power. Napoleon Hill, author of *Think and Grow Rich*, a timeless self-help book first published in 1937, taught people that knowledge is “potential” power. It becomes power only when, and if, it is organized into definite plans of action and directed to a definite end.

Now that you’ve graduated from college and obtained the specialized knowledge to perform as a journalist, what is your plan to execute what you have learned? How are you going to find your dream job and earn your dream

Knowledge IS NOT power

salary? Let me offer you a few tips.

First, despite any status you obtain from the execution of your knowledge, it may not guarantee your success. Novelist H.G. Wells said that wealth, notoriety, place, and power are no measures of success whatsoever--that the only true measure of success is the ratio between what we might have been and what we have become. This means your success comes as a result of you growing to your potential--that you will become a successful journalist only if your work achieves the desired result and/or has the intended impact on people regardless how much money you get paid or what status you have obtained.

When people tell me they’re not getting anywhere in their careers despite their hard work and effort, I ask them the following question: “Are you doing everything you can with what you have from where you are?” Quite often they don’t know how to answer that question. It is quite fascinating how our world works. When you truly do all you can with what you have from where you are, unseen forces in the universe come to your aid. Have you ever experienced those days or times when everything you did seemed to work out perfectly? When every turn you took or every action you made was flawless? Carpets unrolled for you, doors opened for you, helping hands extended to you, or clouds cleared up and the sun shined on you (or dark clouds rolled in and rain fell on you if that’s what you really wanted). When things are happening to you in this manner, it’s those unseen forces at work on your behalf. Your honest and complete effort triggered their response. A full explanation of this phenomenon is too detailed for this column but you can read more about it in Mike Dooley’s book *Leveraging the Universe*.

Additionally, if you want to find your dream job then I recommend the following: Don’t just blindly apply for journalist jobs. Do your research

on the places you’d like to work or the publications you’d like your journalism talents displayed in. See if you can come up with legitimate ideas on how you can improve that place or publication. The goal of your research is to discover ideas, suggestions, and observations that could lead to economic improvement or enhanced publications.

There are many different sources of information about nearly every company and publisher. You can check libraries, view publications, talk to past and current employees/journalists, scan the Internet, and talk to customers as well as competitors. By doing this, you’d be amazed how much you can find out about a place or publication’s efficiencies, inefficiencies, goals, values, strategies, climate, and/or morale. Perhaps you may uncover an opportunity they have yet to realize. What an amazing impression that would make on a potential employer if you presented them with a stunning idea during your job interview. I’d bet they’d be very interested in you after that. In fact, I’d say your chances of getting the job just doubled! For a good book to read on finding your dream job, check out Jeffrey J. Fox’s book *How to Land Your Dream Job* where he reveals some unique and interesting tactics (and secrets) that have helped many people get their foot in the door at great places to work.

The job search takes an extreme amount of effort on your part. With the right approach (doing everything you can with what you have from where you are) you can become what you desire and gain that traction you’re looking for in your journalism career.



For an opportunity to have your question, issue or concern addressed in the Dear Chief column, go to www.DearChiefAdvice.com and submit your comments or email them to Jeff@DearChiefAdvice.com.