

A Strategy for Success

Recent unemployment statistics from the U.S. Department of Labor are not promising for those seeking work or afraid of losing their jobs: more than seven million people are unemployed and more than one million of those people have been out of work for a month or longer. These statistics might seem pretty grim—but there is a way for you to quickly develop a strategy for job success.

“Success always begins with a plan,” states the video *Get Ahead in Your Job*, part of the new three-video series *On-the-Job Success*.

“Take a quick inventory of yourself. Think about what you have to offer in a work situation: your training, your life experience, your natural talents, your ambition. Now think of all those assets as the product you have to sell your employer.”

The first video in the series *Get Ready in Your Job* focuses on getting started on the right foot by preparing and making use of helpful tools. *Get Going on Your Job*, the second video, teaches viewers how to continue being successful after the first day by managing stress levels and building critical soft skills. In the third video *Get Ahead in Your Job*, workers learn to create a career path that constantly moves toward their highest goals for salary and achievement.

Get Ahead in Your Job states, “You can take control of your own destiny by having a career development strategy for your success. . . . If you do, your efforts will pay off. You’ll get the money and the opportunities to climb all the way up the ladder of success.”

Instead of focusing on discouraging unemployment statistics or facts about how not to behave on a job, this new video series shows job seekers how to proactively prepare for their first day on the job, obtain the soft skills needed to keep their job, and create a strategy for job success and upward movement.