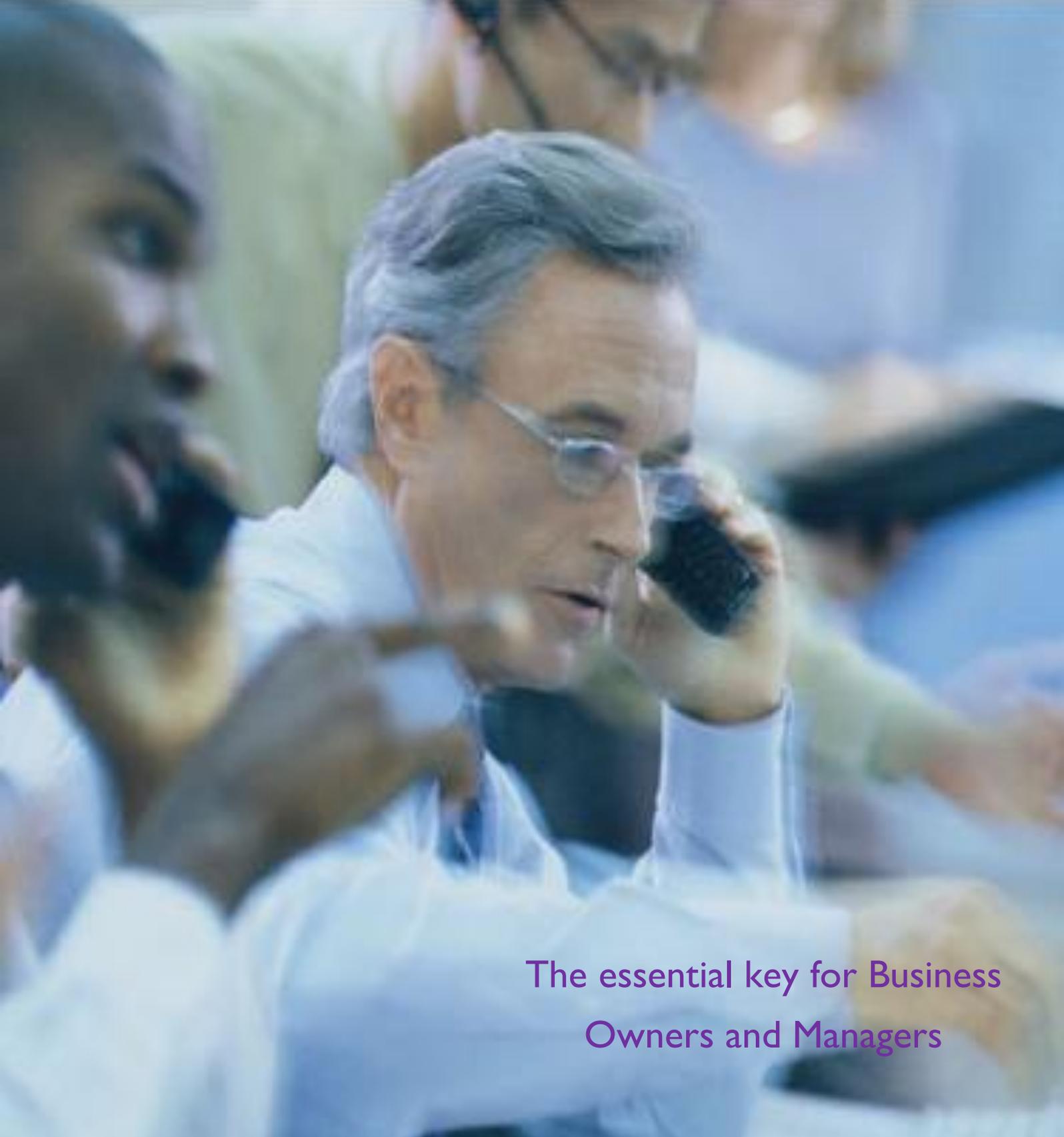


Better Business Focus

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Expert inspiration for a Better Business



The essential key for Business
Owners and Managers

Better Business Focus is the essential key for business owners and managers. It achieves that by focusing on the way in which successful businesses compete and manage their organisations. It focuses on how people are recruited, coached and developed; on how marketing and selling is undertaken in professional markets as well as in markets with intense competition; on how technology and the Internet is reshaping the face of domestic and home business; and on how people are being equipped with new skills and techniques. In short, it offers expert inspiration for a better business.

Veronique Ademar and Salma El-Shurafa

10 Steps to Elevate Your Career



Veronique Ademar



Salma El-Shurafa

Have you taken the time to reflect on where you are in your career? Have you progressed? Are you stuck? Are you happy? What do you want out of your career and life? Is your career meeting or not meeting your personal or professional goals?

If you've asked yourself these questions, here are our 10 steps to build an effective career plan!

1) Examine and reflect on what is important to you

It is important to evaluate your career from all aspects of your life. One of the best decision making strategies is to address and examine how your decisions fit into all phases of your life including those that appear unrelated.

Start by making a list of your talents, passions, values, elements of your ideal lifestyle and employment environment. It doesn't have to be work-related – everything is relevant! Some questions to ask yourself:

- What are your talents? What am I good at?
- What do I feel passionate about?
- What kind of environment do I work well in?

2) Evaluate and think about your likes and dislikes

It's easy for someone to say that they liked "that job" or not, but sometimes it is difficult to pinpoint exactly what it was they did or didn't like. You need to analyze your past work experiences and discover your likes and dislikes in each work

setting and evaluate it based on your Peers, Manager(s), Environment and Responsibilities.

During this exercise you could notice that these might have changed over time and this will help you recognize what motivates, stimulates and drives your performance.

3) List what is it you want or need from job/career

Brainstorm on what is your ideal job. What do you want your future to look like? Ask yourself: What is your definition of career success? Where am I now and where do I want to be?

4) List your past accomplishments

Reviewing and listing your past and current accomplishments will uncover successes that can have a significant impact on your next steps. Assessing your career opportunities and having mapped out your accomplishments will allow you to target jobs that will give you the chance to excel.

5) Search for the ideal job

Start your job search by looking at different roles that you might be interested in for you to decide which positions to go for or to leave and how to prioritize your job opportunities. Not only looking at job titles but job content, your transferrable skills, talents and values.

6) Plan and set career goals

Assess those jobs against your values. Ideal lifestyle and the

“Planning and identifying your goals may take time and effort, however, if you do so throughout your career you will be able to position yourself on the right track and focus your energy on going after what you want!”

environment you work well in etc. Only then can you start setting your career goals and develop your roadmap.

7) Learn, Grow & Develop

It is essential to keep developing your skills, abilities and knowledge. Development is key for professional and personal growth to move forward in your career. Whether you're attending a workshop to develop new skills or learn a new language, take charge of your progression and be on top of your game!

8) Review your career on a yearly basis

By doing this on a yearly basis, you will be better prepared for uncertainties and roadblocks and will feel more confident in your career choices and path.

9) Take action

With all the information at hand, the next step is to act. Ensure you set up clear goals and timelines for you to be accountable.

10) Keep in mind the unexpected

Don't forget, that plans are not set in stone and that it is important for you to be prepared to change it if and when necessary.

Planning and identifying your goals may take time and effort, however, if you do so throughout your career you will be able to position yourself on the right track and focus your energy on going after what you want! Having a coach to guide you through this process can be extremely useful and if

you're serious about taking an action towards your career growth, it's time to get in touch with us!

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About the Authors

Veronique Ademar is a Partner & Executive Coach at the Pathway Project. She speaks fluent English and French and has over 12 years of experience as a Human Resources professional, People Manager and Internal Coach. Veronique has held various Regional roles such as Recruitment Manager, HR Business Partner and Talent Manager with several Fortune 500 companies in the UAE and Switzerland for both the private and public sector. The industries she has worked in include Pharmaceutical, Tobacco, Oil & Gas and Hospitality. Veronique's areas of expertise in HR lie primarily in Coaching, Recruitment, Employee Relations, Performance Management, People development, and Processes & Procedures.

Salma El-Shurafa is the founder and Executive Coach at the Pathway Project. She draws on her 11 years of experience as a Human Resources professional, entrepreneur and executive coach; and speaks fluent English and Arabic. She has worked with wide variety of individuals, ranging from directors, managers at Fortune 500 companies, entrepreneurs, across industries, and other professionals in the Middle East, China, India and Singapore. Salma has previously worked in the Banking and Building material industries and her areas of expertise include Compensation & Benefits, Performance Management, Job descriptions review and Processes & Procedures.

The Pathway Project provides outstanding tailored executive leadership & career development coaching to professional who are navigating the dynamics of the global Middle Eastern market.

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18 book recommendations from billionaire Warren Buffett

In an [article](#) on Inc.com, authors DRAKE BAER and SHANA LEBOWITZ wrote that Warren Buffett, the legendary investor, spends about 80 per cent of his day reading. To help you get into the mind of the billionaire investor, they rounded up 18 of his book recommendations over 20 years of interviews and shareholder letters.

1. *The Intelligent Investor*, by Benjamin Graham.
2. *Security Analysis*, by Benjamin Graham and David L. Dodd.
3. *Common Stocks and Uncommon Profits*, by Philip Fisher.
4. *Stress Test: Reflections on Financial Crises*, by Tim Geithner.
5. *The Essays of Warren Buffett*, by Warren Buffett.
6. *Jack: Straight from the Gut*, by Jack Welch.
7. *The Outsiders*, by William Thorndike Jr.
8. *The Clash of the Cultures*, by John Bogle.
9. *Business Adventures: Twelve Classic Tales From the World of Wall Street*, by John Brooks.
10. *Where Are the Customers' Yachts?* by Fred Schwed.
11. *Essays in Persuasion*, by John Maynard Keynes.
12. *The Little Book of Common Sense Investing*, by Jack Bogle.
13. *Poor Charlie's Almanack*, edited by Peter Kaufman.
14. *The Most Important Thing Illuminated*, by Howard Marks.
15. *Dream Big*, by Cristiane Correa.
16. *First a Dream*, by Jim Clayton and Bill Retherford.
17. *Take on the Street*, by Arthur Levitt.
18. *Nuclear Terrorism* by Graham Allison.

The full story first appeared on Business Insider at:

<http://uk.businessinsider.com/warren-buffett-favorite-books-2015-10>

