

Forward

Dear Reader –

Whatever caused you to open this book, *Job Search: The Total System*, you have found a superb resource and support system to assist **you** in visualizing your optimum future and, even more importantly, attaining that future! You will appreciate this invaluable guide as you study, learn and apply the time-tested principles of *The Total System* book and accompanying audio program. You will realize its power when you are swept up and taken under the experienced wings of the authors Ken and Sheryl Dawson and learn to soar for yourself. They have dedicated their lives to helping tens of thousands of people like you and me achieve their dream jobs during the past thirty years. They truly care that you as a unique individual become the success story that you can be!

I am one of Ken and Sheryl's graduates from their corporate transition program. Among many things that have continued to impress me over the years since then, has been their ability to develop and maintain their successful core process while incorporating changes happening in the workplace and enhancements through ever advancing technologies. They have accomplished this relevance to today's work place in a manner that provides value wherever you are in your own personal career cycle -- a newcomer to the work force, college graduate, in transition from military service to the civilian job market, mid-career seeking advancement or career change, or seasoned worker considering pre-retirement work options. Add to these possibilities a whole range of entrepreneurial options including independent business, contract work or consulting, as well as not-for-profit and academic directions and you have an appreciation for the comprehensiveness of *The Total System* for guiding your career quest! Having worked internationally, I may add that wherever you reside or whatever your geographical preference, *The Total System* applies! Finally, whether you are motivated by your own desire to seek a new opportunity, or involuntarily released by your former employer, you have found the best resource to help you transition successfully regardless of your organizational level.

As you begin the process of identifying your job and career goals and then marketing yourself to achieve them, you need to realize that you are in a very competitive world and that success involves a lot of hard work. A vignette from my own experience might be valuable to help you gain perspective on your challenge. Keep in mind that I am an engineer by profession, had retired from the Army and worked internationally for seven years as a corporate officer of an international engineering and construction firm, and with my wife had decided to relocate to Atlanta to be nearer to our children and their growing families. While I was still working in the Balkans, my

company had extended to me the opportunity of transition support by the Dawsons. I eagerly read *Job Search: The Total System* and listened to the audio program several times before returning state side.

For me the single most important element of my experience was thinking through what I really wanted to do with the remainder of my professional life. Making that decision was essential to creating a game plan for success and carefully developing the components – including resume, letters of references, networking letters, practice interviews and a growing list of network contacts – necessary to reach my objective. The unique concepts of *The Total System* such as *linkage* and *psychological leverage* coupled with *positive thinking* provided me with an effective framework within which to create my personal game plan. Rather than implementing isolated plays or steps in a haphazard or reactive way, this framework enabled me to develop an integrated plan and play book, one that would win the game!

As an introvert, I required considerable coaching and prodding to be comfortable “selling myself” in the marketplace. In addition, I found it difficult to develop a resume and interview technique that truly reflected what I could *achieve* for a future employer or client rather than simply reciting past experience. Don’t minimize that point, as it is at the heart of what *The Total System* is all about and what makes *The Total System* unique in the plethora of job search advice! It challenges you to envision the future that is right for you, enables you to communicate your *value* to a potential employer, and then propels you to achieve your dreams.

I was able to use the tools and the knowledge gained from *The Total System* to bring three desirable job opportunities to the point of decision at the same time and select the one that provided the most overall value for me. Applying the negotiation techniques, I was successful in increasing my compensation package by about twenty-five percent above the initial offer and have leveraged my earning potential substantially by applying these principles with subsequent job advancements.

The most wonderful thing about *Job Search: The Total System* is that it really works! Just as it has enabled me to achieve my career and life aspirations, *The Total System* will work for you and your family as you soar into your future. Good luck and enjoy the journey!!

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Bob Bunker is a retired major general, Army Corps of Engineers. After retiring from the military, he created and managed an international engineering and construction organization for Asia based in Singapore and was then Theater Director for support to deployed military forces in the Balkans. Relocating to Atlanta, Bob became Co-Owner and CEO of TGA Technologies, a small and entrepreneurial communications-electronics firm. He presently is Senior Vice President of Brookwood Group, an international corporation with project/construction management expertise.