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## Business

Jobs, real estate & misc.

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Section D

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### The Wisdom and Teachings of Stephen R. Covey

Stephen R. Covey (Free Prss, \$18)

This is a posthumous collection of teachings and takeaways from Stephen R. Covey's 12 books. Here are some highlights from my favorite sections:

**On accountability:** "Accountability breeds response-ability." When people own their jobs, they prioritize tasks around what's important. Doing so increases productivity.

"To improve any situation, you must improve." In most cases that improvement comes in the form of an attitude adjustment.

**On contributions:** "The enemy of the best is often the good." Not doing your best prevents you from realizing your potential. Eventually, you end up in a "good is good enough" comfort zone that leads to an early career plateau.

"The key to life is not accumulation. It's contribution." Think *we*, not *me*. Making a positive impact on those around us magnifies individual contribution.

**On effectiveness:** "It is possible to be busy — very busy — without being effective." Separating progress from activity remains the key to productivity.

"We live in a shortcut world." But in reality, taking shortcuts can be costly long term. Shortcuts treat symptoms, not causes.

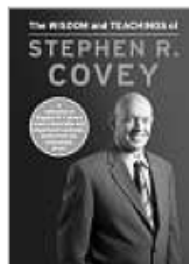
**On leadership:** "The psychology of our accounting system is stupid. People are an expense and things are an investment, when in truth, it's the other way around."

Leaders should communicate worth and potential to employees "so clearly that they come to see it in themselves."

Covey's models for individual and team success will endure.

### BOOKS

By JIM PAWLAK  
Special Contributor



### The Wisdom and Teachings of Stephen R. Covey

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### What I Learned About Your Job Search That You May Not Know

Jeff Morris (CareerDFW.org, \$14.95)

Jim Pawlak reviews business books for  
The Dallas Morning News.

[bizbooks@hotmail.com](mailto:bizbooks@hotmail.com)

### What I Learned About Your Job Search That You May Not Know

Jeff Morris (CareerDFW.org, \$14.95)

When you're thrust into a job search, you're in unfamiliar territory. You have to learn this new job. Jeff Morris says he can help. Here are some highlights:

**Create a professional brand for yourself.** That starts with your digital footprint because potential employers will search the Web to learn about you. If you're not on LinkedIn, get on it. Create a professional profile that complements your résumé. Since you need to be "found," make sure your complete profile can be viewed by anyone.

Make connections with people you know; search LinkedIn by name and send an invitation. Morris prefers a personalized invitation vs. the standard one LinkedIn provides. Join groups that mirror your interests.

**Post your résumé online on the major job-search sites.** Make sure you update it frequently because employers search for "fresh" candidates. Updating is as easy as deleting a period and adding it back.

Create a separate email account for your job search and make it professional, too. Use your name (i.e. John.Smith@) for the address and make sure your signature line includes contact info and your LinkedIn badge. In addition to your inbox, check your spam/junk mail because mail from unidentified senders (i.e., potential employers and networking contacts) can end up there.

When emailing résumés and cover letters, Morris recommends using a PDF format because it preserves the formatting.