



Build Your Career on Your Strengths

By [Robin Ryan](#), reprinted with permission from www.JobSeekerWeekly.com

Are you happy and engaged at your job? Are you using your best strengths and developing them into your recognized core competencies? Does your boss praise you and recognize your work?

Building on your strengths is the most efficient way to move ahead in today's work world. But many people are just not experiencing the satisfaction and recognition they need. I am continually amazed that some of these key lessons remain unheeded.

First, you need to have passion for what you do. Your enthusiasm for life is directly affected by going to work each day at a job you love.

Next, add passion to developing some of your natural talents. Build on these strengths -- hone, nurture and excel - it's easy because it's an area in which you are already gifted. It's that bit of genius you have to offer the world. Perfect your strengths into recognizable core competencies. This is how you build your career today, whether you're starting out, in midcareer, or at an executive level. No matter where you are you can always achieve greater satisfaction and success in your life.

Building on your strengths, and developing a personal brand -- a professional identity so to speak -- is the most effective career management tool you can use today.

Every one of us has a unique genius inside of us waiting to be revealed. If you tap into your innate strengths and talents you'll find that you excel much easier in the world of work. The job market is tough now, and companies are offering fewer promotions, but there will always be opportunities for those who are recognized as having special talents and excelling at what they do.

When you are perceived to offer high value to a company or organization, you are the person that gets the promotions or that lands the dream job.



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You must be savvy in your personal self-marketing and establish a career identity that focuses on delivering results in whatever job you do. Using your strengths, working in an area that you are passionate about, in an organization that allows you to flourish, is the key to happiness.

You must establish your career identity in your resume, your cover letters, and clearly communicate it in an interview. Don't guess about how to do this -- get expert help. Read books, take classes, use audiotapes and CD resources. Undertake whatever steps are necessary so you can achieve greater success by advancing your unique genius and gifts.

[Robin Ryan](#) has appeared on Oprah, NBC Nightly News with Tom Brokaw, CNN, CNBC and is considered America's top career coach. She is the best-selling author of: 60 Seconds & You're Hired!; Winning Resumes; Winning Cover Letters, and What to Do with the Rest of Your Life. She's the creator of the highly acclaimed audio training program Interview Advantage and The DreamMaker.