

New York firm helps you assess how to target your life and job

"We believe life and work are integral pieces," Barkley said in a recent interview. "Who you are and what you really want to accomplish in life affects your work. Not just the choice of career, but how well you perform in it."

THE TORONTO STAR,
THURSDAY, MAY 28, 1987

PRESS HIGHLIGHTS

New York Newsday

"View yourself as a little corporation, with attributes and resources that can be put into service," Barkley said. "Think of yourself as one company merging with another, and ask, 'Is this a good merger?'" September 28, 1987

THE WALL STREET JOURNAL

Crushed Hopes: When a New Job Proves to Be Something Different

"The lesson," says Ms. Barkley, "is he didn't take a hard look at the idealism with which he went into this. He failed to correctly sense reality."

WEDNESDAY, JUNE 10, 1987

SELF/JULY 1987

Congratulations! (Now what?..)

YOUR WORK

PROMOTION TRIP-UPS

"Establish a collegial relationship with your subordinates rather than a superior-inferior one," says Nella G. Barkley, president of Crystal-Barkley Corporation, human resources consultants in New York City. "Sit down frequently with them on a one-to-one basis. Ask how *they* see their jobs, what *their* needs are, before you say, 'This is what needs to be done.'"

SAVVY • JULY 1987

Taking the Offensive After the Boss Is Fired

"Don't be the victim of somebody else's circumstances," says Barkley. "Always be aware of your alternatives, no matter how well things are going. You never know what's around the corner."

FORTUNE

MAY 25, 1987

Like many other executives who thought a corporate career was the only way to go, Elliott has tried it and rejected it for the exciting, nerve-racking life of the entrepreneur. Elliott invested in a one-week course offered by the John Crystal Center in New York City, which helps people change careers. He got a clear message that he should be running his own business, but he didn't have a lot of capital. The choices narrowed to a service business, to an agency agreement, and to trucking, because that's what he knew.



YOU'RE FIRED!

Starting Over: A Survival Guide

The most dramatic revelation to the new wave of white-collar unemployed is how much the job market has changed in the last 20 or 30 years. "For the most part, they don't have a clue about how to start over—many were recruited straight out of MIT," says career counselor John C. Crystal, chairman of a New York City job-counseling firm that bears his name. "They may have made a few job changes, but they were gentle. They expect another company to invite them, instead of learning how to research business opportunities."

Bottom Line

PERSONAL

John C. Crystal, Crystal-Barkley Center

Some people think they have known their goals from the day they were born... they just never got it together to achieve them.

HOW TO SET REAL GOALS

We ask all our clients to start by writing the story of their lives. We want them to know what they like and what they dislike, which activities interest them and which bore them, whom they admire and whom they despise, what makes them grateful and what makes them angry. We also ask them to explore their fantasies. For example... *What would you do if you suddenly had all the money you could possibly ever need?* We can help them draw many conclusions from these revelations.

MAY 30, 1987

EXECUTIVE FEMALE

MAY/JUNE 1987

"You have to ask yourself, 'What matters to me?'" says Barkley. "When things aren't going well [at work], it's natural to think you should switch careers. But it's often possible to create a new job within your field and even within your company," she says. "Keep an open mind about it. Know what you want to accomplish and make sure you are running to something, not just away from something."

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