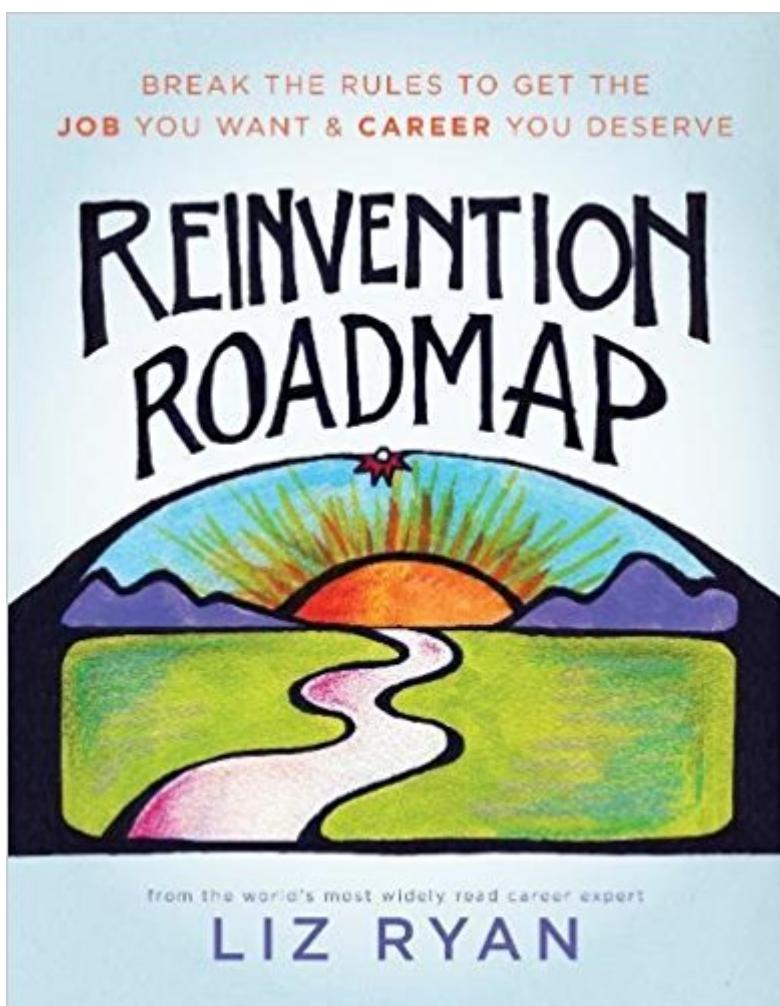


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# Reinvention Roadmap: Break The Rules To Get The Job You Want And Career You Deserve



## Synopsis

Break the rules and take charge of your career! The traditional job-search approaches just don't work anymore, and the days of trusting your career to your employer are long over. The new-millennium workplace requires all of us to rewrite the rules and start treating our careers like we're running a business; which means understanding the markets for our talents, knowing our value, and looking out over the horizon to plot our paths going forward. Liz Ryan is a former Fortune 500 HR SVP and the world's most widely read workplace thought leader. She understands the recruiting system as only an insider can, and she shows you how to stay focused on your goals and distinguish yourself from masses of job seekers. In Reinvention Roadmap, you'll discover new tools, such as a "Pain Letter" and your "Human-Voiced Resume" to land not just any job, but a job that celebrates your unique talents and takes you to the level where you want to be. Whether you're entering the workplace or looking to switch careers, you can get the perfect job if you step off the beaten path and follow the approaches insiders use to gain access to the best positions. Reinvention Roadmap is the colorful, fun, irreverent, and deeply practical guide to getting the job you want and building the career of your dreams.

## Book Information

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## Customer Reviews

"Colorful, fun, irreverent, and a deeply practical guide to getting the job you want and building the career of your dreams, Reinvention Roadmap is thoroughly 'reader friendly' in organization and presentation, making it very highly recommended for community and academic library Jobs/Careers

instructional reference collections." *Midwest Book Review* "Kick-start your job search or job change with an entirely new set of skills in Reinvention Roadmap!"*Marshall Goldsmith*, New York Times bestselling author of *Triggers*"Liz Ryan's smart, down-to-earth advice is a pleasure to read. Whether you're just starting your first career or trying to figure out your next one, this is an essential guide. Don't miss it!"*Anne Fisher*, "Ask Annie" career advice columnist, *Fortune.com*;Liz Ryan not only leads you on a reinvention journey that can redefine your career path, but also your life. A wonderful book that gives you the power and the tools to navigate career and life challenges in the new millennium.*Jonathan Zakin*, technology visionary;If you need a job, you need Liz Ryan. Short of having the actual job offer in hand, having Liz Ryan in your corner is the next best thing. Her approach to job hunting is unique. Her job hunting tips are not only original and powerful, but they are highly effective. . . . No book can absolutely guarantee that you will land a job, but Liz Ryan gets darn close.*Tommy Schnurmacher*, host of the *Tommy Schnurmacher Show* and radio host for CJAD

Liz Ryan is a former Fortune 500 Human Resources SVP and the world's most widely-read career advisor. Liz is the CEO and Founder of Human Workplace, a think tank and publishing firm whose mission is to reinvent work for people. Liz is the architect of the Human Workplace vision and the beloved career adviser to millions of working people and job-seekers around the world.Liz was SVP of HR for U.S. Robotics during its rise from \$15M to \$2.5B in annual sales and cofounder of vc-funded networking startup Ucentric Systems before its acquisition by Motorola. Liz was CEO and Founder of WorldWIT, the world's largest online community for professional women, before founding Human Workplace in 2012 to reinvent work for people. Liz writes for *Forbes.com*, *LinkedIn* and many other publications and is a sought-after and evangelical international keynote speaker.Liz earned her BS from Loyola University of Chicago and an MS in Communication from Northwestern University. She lives in Boulder, Colorado with her husband, five children, two dogs and two cats. When Liz is not writing, speaking, or drawing, she sings opera professionally.

I am a huge fan of Liz Ryan. I have used her job-hunting techniques for years, and am a twitter follower and regular reader of her very intelligently written *Forbes* columns.This book seems so dumbed-down to me that it is hard to believe that the same person wrote this book and the *Forbes* columns. Did an editor push Liz to change her style to appeal to a more general readership?Here's the example (at about 10% in) that really made it painful for me to go on reading:"Keith is in reinvention. He feels like he's on an 'emotional see-saw'. What did Keith mean when he said that he

feels like he's on an emotional see-saw? He meant that his emotions go up and down."To be clear: I highly recommend Liz's ideas and methods. If you aren't familiar with them, I recommend that you get familiar by reading her Forbes articles. I was hoping for a well-written book that would collect all of her ideas in one place; I'm not even a fussy reader, but I was disappointed by the level at which this book is written.I hope that this book will go to a second edition as quickly as possible, and tighten up the writing. The world needs the book that this one should have been.

I bought this book on a whim after reading a few impressive columns on LinkedIn. While the book makes some very salient points on modern day career building, it's a bit of trudge through flowery language to get to them. There are too many anecdotes and distracting stories telling the reader how important it is to turn the page. The Mojo journal writing exercise is a good idea, but the suggestions to write come too often and also interrupt the flow. I appreciate the cheerleading and effort to enable transformation, but I didn't feel like I was getting down to business until halfway through the book.I would love to see a revised edition that tightened the writing and structured better. I also would love to know WHY the systems (ATS's, recruitment, etc) are broken and which specific companies have evolved in accordance to her advice. Not everything that is written is universally acknowledged as good advice.In the end, I set the book down having learned something and I will follow through with several of the exercises, so it's worth the discounted price. Frankly though, the author's LinkedIn posts and columns online are faster reads of the same information.

Wordy and sing songy. Liz practices her human voice method to the point, you want to stop reading and get to the point. Otherwise, there are some great lessons or reminders to pick up. Good for the middle manager who has anxiety in looking for a new role or reentering the workforce. Less for executives and skilled labor.

Worth reading to get some better tools for approaching our careers. Liz gets you to think differently -- working through the "exercises" helps, too. We all know that corporate-provided career paths don't exist any more for the most part; so, we have to take the reins. Liz gives us a good wake up call, and new methods to replace the old, inadequate ones. I haven't applied everything, yet, because I'm "growing my flame" where I am for now. But, I want to be prepared should I need to find a new "lily pad".

Great book for folks looking for a guide for your next steps in your career journey. Filled with

practical steps. Also, great for building the confidence you need for a career search - your mojo.

I like the book but did not love it. Liz is a good writer but while I felt the stories were encouraging I did not come away with truly practical strategies for career change or reinvention. She seemed to scratch the surface on many issues but did not really get into detail. For example she provided spotty examples of her idea of "human voiced" resumes. Overall a good read but don't expect an aha moment.

I've tried to read through it a few times now but it's just so clouded in analogy and mini stories to try and over explain concepts that it takes away from the real purpose of the book. I had high hopes for it and I am sure the writer had a great intention but the end result is having to sort through pages of rambling to get to a key concept or useable idea. If you can sort through the excessive narrative there are some good points made.

Not worth the cost. Too much repetition.

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