



Review

Are you MAD enough? If not, how would you have grown your career?

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Abstract

Have you ever wondered why it is that some people seem to have the ability to rise or climb in their careers? In this paper, the practitioner-author examines the various ways to be MAD: Make A Difference for oneself and be able to market oneself, and grow one's career. Where necessary, the discussions are linked or associated with the values espoused and more so, from the Chinese perspective (since more so, the author is writing for Asia and for Asians' applications; note Asia is rising), to differentiate oneself in order to achieve career success.

Keywords: Self-marketing, career development; differentiation; values, integrity; learning, loving, serving; being socially responsible.

INTRODUCTION

These days, things are moving fast, with reduced organizational budgets, lower staff numbers and more pressure on individuals. Organizations are under greater market and financial pressures, and more competition exists among employees to succeed (Forsyth, 2010). There is also a general increase in both the amount and speed of change; the greater likelihood of employers having to take sudden and negative action to protect themselves (such as making people redundant – in case of real disaster one may need Cushway and Corfield's (2010) The Redundancy Survival Guide.

Overall, one really needs to be strategic. In one's career, one needs to adopt strategies to develop or grow oneself and one's career. Strategy is vital because it is about strategic thinking and planning to reach a vision which differentiates an individual from others (or company from its competitors) in a positive way. It encompasses an overall direction as well as the many detailed activities that occur (in one's setting or in a company). One should require a clear mind and also has ample time to think and plan strategically before commencing a task/project (Low and Ang, 2012). Strategic success generally depends on possessing an enlightened and unique vision and doing the many things, dynamic broad strokes needed to achieve the vision well and hence, attain professional and career growth/

success. To this author, one needs to be *MAD: Make A Difference*.

Paper's Aim and Purposes

The aim and purpose of this article is to show ways to be *MAD: Make A Difference* for oneself and be able to market oneself, and achieve career success. These are questions that are being answered or explored for one's career growth and development: Why the need to be different? And what are the ways to differentiate oneself? Where necessary, the discussions are linked or associated with the (cultural) values espoused to differentiate oneself in order to attain career success. It is worthy to note that cultural values are "the aspects of life which a group views as important and desirable. These values reflect the goals, morals, and wishes of a group such as the way one should live, the priorities one should have, and the understanding that one has about one's place in the world" (Edwards and Jarrett, 2009: 265).

Why be MAD: Make A Difference?

Today's ever-changing work environment means employees are susceptible to career disruption or

stagnation so career planning is important (Yeung, 2000; Marcus and Friedland, 1993) and moreover, there is always a need to market oneself. Marketing oneself requires that one becomes similar to a product, with one's own unique abilities, traits and values uphold. In today's workplace, self-marketing skills are survival skills, and learning to self-market will give one the confidence and control to choose the career path that is most interesting and matches one's preferred skills (Ballback and Slater, 1996).

Two major foundations or bases should be present to marketing oneself effectively. The first foundation is to know "yourself". Do reflect. One needs to "really look inside who you are and understand everything you can do, what you're capable of, **what values you hold**, what your skills are, what your knowledge is, what you want to do, what you're striving for in your life". (Farber, 2004: 209; **in bold, author's**).

The second base of marketing is for one to know one's environment; one needs to know one's potential customers, their needs and what do they want? These will tell one what is most valuable to these people, what they would pay money for, and how one can best serve them.

Trout with Rivkin (2008) urged all of us to differentiate or die! Gilbert (2001) added that making a difference is any difference, big or small, that one considers being worthwhile. *Making a difference* is not just about doing something differently or for the first time. It is also about "making improvements and building on that which already exists" (Gilbert, 2001: 11).

To market oneself well and do well in our respective careers, one must simply make a difference so as to show how different or unique one is and what one stands for, especially the values one practices or applies. One has to be very careful; if one ignores one's uniqueness and tries to be everything for everybody, one quickly undermines what makes one different. Trout with Rivkin (2008: 8) gave the example of Chevrolet, "once the dominant good-value family car, Chevrolet tried to add 'expensive', 'sporty', 'small', and 'truck' to their identity. Their "differentness" melted away as did their business".

To start with, it is critical that in growing one's career, one makes a difference by the values one uphold. When one's values match with the organization's values, there is greater satisfaction and one is able to go about doing one's job well, if not better. And one excels in one's work/job. If one is a professional, then it pays to subscribe to the values of the particular profession and its code of conduct; this will up one's professional standing, and make one different from the crowd. The values and standards of a profession ordinarily come from its code of conduct, and they are the basis of the professionals' (Company's) success

(<http://web.worldbank.org/WBSITE/EXTERNAL/EXTABO/UTUS/ORGANIZATION/ORGUNITS/EXTETHICS/0,,contentMDK:21945064~menuPK:780507~pagePK:64168445>

~piPK:64168309~theSitePK:593304,00.html;
<http://www.pwc.com/gx/en/ethics-business-conduct/our-values.jhtml>).

Upon finding out that this researcher was writing this review research paper, several interviewees approached this researcher. One of the interviewees readily gave his views to the researcher; he spoke of, "good values such as the value of integrity, pro-action, collaborating, team playing – just to name a few – are intangible assets that drive someone to stand tall, work hard and perform well in his career".

Ways of being MAD: Make A Difference, the value way being of high integrity

"Make a deliberate show of ethics. Ethical behavior can be self-rewarding because self-esteem is enhanced for many people when they behave ethically." (DuBryn, 1993: 290).

Indeed "if one is or wants to be ethically strong, then one needs to select an ethical or a good organization to work in. An ethical organization can be defined as an organization which is of high integrity and is fair to every level of organization and its stakeholders; it does not take advantage of or bully its employees and/or stakeholders (Low, 2008). When leaders or managers practice bad values such as self-centeredness/ office politics, discrimination and staff harassment, the followers would also be influenced by these bad-example settings, and they would form cliques or gangs to protect each other of their own kinds. The whole organization would then be moving towards or are inclined to practice unethical ways." (one interviewee's inputs). Another interviewee added that, "To succeed ethically in one's career, one should then choose to work in an ethical organization; besides there is a match in terms of the values of the jobholder and that of the organization."

All companies want to foster good ethical organizational behavior, with their employees behaving ethically well while maintaining high integrity (Kinicki and Kreitner, 2003: 40-41). Besides, integrity and honesty are some of the values that are also vital for one's personal growth (<http://sofs.hubpages.com/hub/Integrity-and-honest-needed-for-personal-growth>) and career growth. Integrity in particular is a characteristic that many of us value in ourselves, and it is one all of us look for consistently in our leaders (Mindtools, 2013). Integrity or more specifically, the value and practice of integrity can make or break one's career which indeed makes it well worth paying attention to.

Dwight D. Eisenhower (cited in Price and Price, 2013:143) once said that "The supreme quality for a leader is unquestionably integrity. Without it no real success is possible". For the author, a person of high integrity is also honest. When one is being honest or sincere, it entails that one is speaking the truth or acting

in a genuine way (from the bottom of your heart); he or she is free of deceit, hypocrisy or falseness. The value of high integrity can also be said to encompass being ethical. “A leader gains moral grounds and attracts his/her followers through his/her examples. His (or) her actions are louder than words.” (Low, 2008: 49). In the world of work, the basic thing we exchange of everyday is trust (Tannahill-Morran, 2012). If one is unable or unwilling to trust the other person to do what they say they will do, then how can one work with them? This is very basic in work and in life. If one makes a commitment and then do not pull through with it and simply shrug it off, then one is shrugging off one’s ability to advance in one’s career. One is also shrugging off the opinions of others. One may consider one has some truly valid reasons for omitting it, one may even think it is not too critical. That might be true to some extent however all it takes is missing the small stuff enough times to permanently affect or sway one’s reputation and even one’s branding. Trust given to someone is indeed the basic building block for the foundation of all of one’s relationships with people.

As said earlier, one needs to know oneself well. If one’s career appears to be going nowhere one might want to think about one’s integrity. Start with understanding and reflecting if one is as good as one’s word. Are you a person of your word? Also, check – have you made and broke your promise(s)? And to whom this (these) was (were) made? And are there any ways in which one can do some forms of damage control?

Mindtools (2013, **bold author’s**) highlighted that living a life of integrity (**thus espousing the values of integrity and being ethical**) entails that one never have to spend time or energy questioning oneself (**or looking back feeling remorseful or guilty**). When one listens to one’s heart and does the right thing, life becomes simple. One’s life and one’s actions are open for everyone to see, and one does not have to worry about hiding anything. Besides, when one has integrity, one gains the trust of one’s leaders, one’s colleagues and one’s team. All of us are dependable, and, when each of us should hold ourselves accountable for our actions. We then become examples for others to emulate or follow (DuBrin, 1993: 148). If one truly wants to succeed one has to be of high integrity, rightly take note and be aligned with the fact that organizations in which supervisors and top managers are role models of ethical behavior, and organizations that are characterized by an openness to discuss ethical issues, have fewer incidents of unethical behavior (Quick and Nelson, 2013: 539).

Learning

New skills help one to improve and be better in one’s work (National Productivity Board, 1991). One can also build up one’s skills to be the subject-matter expert while

obtaining professional recognition (DuBrin, 1993). One Chinese saying goes as such: “Yellow gold has its price, learning is priceless.” Learning truly helps to differentiate one; it helps one in one’s professional development and growth. Bennington and Lineberg (2010: 74) highlighted the need to “reading ravenously”; they reasoned that by reading much, it will make one well-rounded and able to hold one’s own in any company. (This is a powerful skill, considering how much of big business usually comes down to small talk.) If one does not read, one will be left with only what’s in one’s immediate environment and on television. Slowly but surely, one will lose one’s edge.

One needs to gather feedback or pointers about oneself, one’s work or project(s) and interactions with others. To learn well from others, one should notably listen; and listen well. Confucius indicated that, “(S)he who talks too much is prone to failure” (Zhou, 2005: 69). Because (s)he who does not listen, does not learn.

Employees must start to think of their careers as a series or succession of jobs that may or may not be in the same organization. Farber (2004: 173) spoke of learning as “acquir(ing) knowledge, skill, or information. You can learn by study, by example, and most of all, by experience. In some respects, we can’t stop ourselves from learning”. Indeed when one upholds the value of learning, one learns, keeps learning and puts oneself on a continuous improvement path, one then learns new skill(s), upgrades oneself, and increases one’s repertoire of skills. As one increases one’s range of skills, there is no issue of changing to better jobs in other organizations as long as opportunities are present. One then has a wider range and choices of jobs to apply and move on.

Being on a continuous improvement path

One does one’s work with pride. And indeed so, one embraces and practices the value of continuous improvement, and gains the edge. This is also in line with Total Quality Management (TQM); one keeps on improving; besides, new ideas and improvements make work interesting (National productivity Board, 1991).

Of significance, Bennington and Lineberg (2010: 168) highlighted the case of Gene Kelly and his added advantage. Here to quote, they spoke of:

back in the Golden Era of Hollywood, Gene Kelly was considered by many to be the best dancer in the world. With his immaculate choreography and flawless presentation, he was the envy of everyone who saw him float across the stage, ballroom, or movie screen... There’s the catch. In reality, it was the effort—the very nature of the effort—that made Kelly look so graceful. Gene Kelly was a student of what we call the “incremental edge”. In short, it’s the theory that seemingly little acts can make a huge difference in one’s competitive advantage. Kelly rehearsed, experimented with, and studied his art to such an extent that he found those things that can only be

described as “difference makers”. Surprisingly, these weren’t necessarily in the motions, mechanics, or movements of dance. More often, the incremental differences were details involving presentation. Kelly’s “edge” included the way he wore his hat, the crisp creases in his trousers, and the precisely placed angle of his dance cane. These were the little things that, when taken as a whole, seemed to make his dancing effortless. So today, dig deeply into your profession and discover your own Gene Kelly dance steps. Find those small, incremental, makes-all-the-difference edges in the way you present yourself and your work.

Needless to say, continuous improvement or what the Japanese call Kaizen – all the little steps – can indeed make-all-the-difference edges, attaining one’s personal mastery and increasing the competitive edge while achieving professionalism and success at work.

In the Confucian sense, all these are also connected to self-cultivation; one learns and improves as well as grows oneself morally – one also stands tall, upholding one’s integrity. “The well-cultivated person is content in benevolence and the wise person knows how to use benevolence” (*Analects of Confucius*, Book IV verse 3).

Cooperating and Collaborating

Indeed one can’t clap with one hand, so while others compete and do hard bargaining, it is good to make a difference by cooperating and collaborating. Be friends to one and all, and adopt a prosperous-thy-neighbor value or attitude.

All of us connect or relate to each other, particularly so within groups and organizations, in symbiotic relationship ways. Interestingly, Farber (2004: 132) cited the example and analogy of the fungi and the pine tree; he pointed out that, “If the fungi took too many nutrients from the pine needles, they would kill their host. If the pine needle didn’t give up some of its food, the fungi wouldn’t be able to save the needles from predatory insects. Together they both survive and thrive.”

For those who are working in Asia, they should take note that the concept of familism is valued in Asia. (Adler and Gundersen, 2008). And harmony too is stressed by the Chinese and in the Confucian perspective, the value of peace and harmony with others can be subscribed (Low, 2012, 2008a; Yu, 2009). It is also related to the concept and practice of respect (*li*) and brotherhood (*ti*). And with the practice of brotherhood, exchanges, spontaneous helping one another (on-going responsive relationship) and mutual respect, everyone in the team is glad and work well with each other. Like hands and feet, the team can help one to deliver the goods, accomplish things and succeed; besides, more heads are better than just one head.

Being a People-person

Each of us needs to connect with others around us. “Be humanistic”, appealing to the emotions and feelings of other people. (DuBrin, 1993); we need people-centered managers and workplaces (Kinicki and Kreitner, 2003). There is really a need to give attention or express an interest in the total individual and his or her multiple roles in life.

All of us are meant to have people around us to love, care for, and support (Farber, 2004). Indeed as Saint-Exupery once expressed, “There is no joy, except in human relations”. Being a people-person truly makes one both likeable and lovable.

Maxwell with Parrot (2005) pointed out that we need to let people know that we need them. It is not a sign of weakness to let others know you value them. It is, in fact, a mark of security and strength. When one is honest about one’s need for help, and is specific with others about the value they add, and inclusive of others as one builds a team to do something bigger than one is, everybody wins. And very much so one needs to forget about the prideful attitude that causes you to prove how capable you are without the help of others. They also spoke of key actions such as “sincerely ask others for input or help and attend carefully to what they have to say” and urged one to remember: “Individuals who win with people make others feel that they are at the very heart of things, not at the periphery” (Maxwell with Parrot, 2005: 24).

And these can also be done by truly listen to others or one’s people, being truly a people-person, and putting people first. To succeed in one’s career, one needs to secure the support of one’s employees too. “Truly listening to another person is a gift – the ultimate sign of respect for another’s thoughts.” (Advantage Quest, 2001: 4-5, 8-9). Listening is thus a skill that needs practice and determination; to learn or grasp it, one must be willing to close one’s mouth and consciously focus on the other person’s words. Price and Price (2013: 98) highlighted that indeed in everyday life, leaders need to put on their listening HAT, that is:

H: Hear – put yourself in an opportunity where you are listening to your people.

A: Act – take action on what you heard.

T: Tell – communicate that you have taken action or help people to believe you have genuinely done all that you can.

Loving One’s Job, Serving and Servicing People

Citing Confucius, Blanchard (2007: 103) believes that “the greatest job is when you can’t tell the difference (between work and play) and the best leaders are those who absolutely love what they’re doing”; Confucius is attributed to say, “Choose work one loves and one will

never have to work a day in your life." Confucius' specific words are, "If the search for riches is sure to be successful, though I should become a groom with a whip in hand to get them, I will do so. As the search may not be successful, I will follow other that which I love." (Wang, 1982: 39).

This is apt and coincides with what Dale Carnegie once said that "People rarely succeed unless they have fun in what they are doing". (<http://www.famousquotes.com/category/success/6>).

When one loves one's interest(s) and job, one's passion can lead to one's excellence in one's work and this makes way for one's career success. Next, be the first to help others and help others to win (Maxwell with Parrot, 2005, Moore and Maxwell, 1955). One thus differentiates oneself through loving, serving and servicing others. At the base, all of us search for work and love infused with learning, excitement, and opportunity. Indeed work and love fills our hearts and minds with meaning; they are indispensable to our self-esteem and self-creation (Bellman, 1998); once this base level or self-esteem is satisfied, we extend out to reach others and we even serve and service better.

By giving love and service and serving, some people exude personal warmth; "sometimes, certain people by their mere presence make us feel better, more in contact with ourselves, happier." (Ferrucci, 2007: 245). Besides, when one loves and serves others, one finds value within to benefit others and the world. Service is "an act of helpful activity. There are many different ways of giving service, but the bottom line is that it is a contribution of your talents, knowledge, and experience to benefit others around you" (Farber, 2004: 231).

Stephen S. Wise, a Clergyman and an activist (cited in Farber, 2004: 231) highlighted that "an unshared life is not living. He who shares does not lessen, but greatens, his life". When one upholds the values of love and service, one loves and serves others. In order to get people to like you, you have to like them. This is because of the way liking them makes them feel about themselves. You have to empower them. Make them feel intelligent, valued, respected, and appreciated. And listen to them and take their problems seriously... then they like you. (Bennington and Lineberg, 2010: 78). The Old Master, Confucius pointed out that "one who loves people is loved by others; one who despises people is despised by others." (Zhou, 2005: 134). Confucius deemed the value of benevolence as the highest virtue over and above the other values (such as filial piety, rites, loyalty and trust); he said, "A benevolent person possesses the virtue of loving-kindness; one who loves people and nature; one who leads life peacefully and attain longevity." (*Analects of Confucius*, Book VI verse 23). Clearly then, he constantly highlighted the key role of benevolence in our lives.

Being Prudent (Carefulness)

One does things for both the company and the society at large. One also helps one's company to save monies, cutting costs, conserving energy and as far as possible, being clean and green and being corporate socially responsible. The value of prudence is thus essentially upholding carefulness and it is also about embracing good sense when making a decision or taking action.

Tsze-chang asked Confucius, "In what way should a person in authority act in order that he may conduct government properly?" The Master replied, "Let him observe the five excellent things, and banish away the four bad things or habits, then he may conduct government properly." And as Confucius replied, one of the five excellent things is: "When the person in authority is beneficent without great expenditure" (Pay, 2000).

As a leader, or for that matter, any corporate person, one should not be extravagant, and not being prudent can eventually lead one to be spendthrift, corrupt, committing frauds or accepting bribes to cope to make ends meet in which one would then not be responsible to one's employer/ customers/ investors or even suppliers/community (Low and Ang, 2011).

Being Humble

One can also differentiate by being humble, subscribing to the value of humility. Here, Low (2013) spoke of "The mighty ocean is humble. Petty persons (*xiao ren*) boast. Unlike them, leaders do not brag. Like the ocean that is quiet and deep, leaders ordinarily have a great sense of humility". The Malays and the Indonesians also stress on the value of humility; yet being humble is universally good and valued everywhere.

Why being humble is good and important for our career success? An old saying goes, "If you want to know if a child will meet with a lot of benefactors in his/her life, then see if the child is humble. The logic is that if a person is humble, then that person is more likely to meet someone who is willing to help in times of trouble. This wisdom rings true today even in the workplace. Ask yourself, how many times have you wished for that cocky colleague in your office not getting promoted? In fact, you probably did not even offer to help that colleague in times of trouble" (Career-success-for-newbies, 2013).

Additionally, it is always wise to "be great at what you do", but wiser still when one realizes that one does not know everything there is to know; when one is humble, one learns and in fact learns well (Bowers, 2008). A recent study (cited in Ferrucci, 2007: 123-4) has shown that, if one wants to be at one's best in learning, humility is one's tool. Being humble means one works harder and prepare oneself better.

Being Patient

Aesop told a story of a half-starved fox, who saw in the hollow of an oak... tree some bread and meat left there by shepherds, crept in and ate it. With his stomach enlarged he could not get out again. Another fox, passing by and hearing his cries and lamentations, came up and asked what was the matter. On being told, he said: "Well, stay there till you are as thin as you were when you went in; then you'll get out quite easily". (Handford, 1982: 3).

Indeed the same goes for one's career, while strategizing and growing one's career, one needs to be patient which is, these days, a really rare commodity. Many newbies and rookies consider that because of their education they have immediate status and deserve high positions. Not so. Status is the result of achievements, which is the outcome of work, often hard work and even tedious work (Bennington and Lineberg, 2010). They further pointed out that the need to be patient by not focusing on **when** one is going to move up; focus on **what one** is doing now. As Sir William Osier (a pioneer of modern medicine) (cited in Bennington and Lineberg, 2010: 10) once said, "The best preparation for tomorrow is to do today's work superbly well." If at the end of each workday one can truthfully say that one worked to the best of one's ability, it is guaranteed that one's success will take care of itself.

In today's world where messages and information can be sent across the world instantly, one can say that everything is instantaneously available within only a few clicks of the mouse or the touch of a fingertip. Computers are also faster and more powerful. But when something moves slower than what one expects, one tends to lose patience, and it is also very common that one might get easily annoyed, irritated and at times even angry. At work, if one is impatient, one is inclined to be short term in thinking and action, may thus even make the wrong strategic or tactical move(s) which in turn may affect one's career success.

When one is patient, one tends to think long-term and gets prepared, and one, in a self-control fashion, in fact works harder.

Another way of possessing patience can help one succeed in one's line of work is that it'll enable one to maintain good health. If one is patient and seldom become overly excited, hurried or upset, one will not increase one's blood pressure or up one's risk for suffering a stroke or heart attack. The healthier one is, the more productive one will be at work. Moreover, if one only misses a little time from being on the job, one will earn more money, pay less money in medical expenses and increase one's chances for getting promotions (Hicks, 2013).

Another way displaying patience can assist one in having career success is it will up one's ability to focus on one's profession. If one is not in a hurry to do everything or see immediate results all of the time, one will have a

simpler or trouble-free time putting the proper care into each step for one's duties while doing an outstanding job (Hicks, 2013). One also needs to be patient with difficult people, people who do not listen or make a nuisance of themselves. And being patient or the virtue of patience helps us to overcome and understand them. In order to be kind, one must make time for such people. And when one understands them, one can get along and work with them or at least, patiently deal or treat the person(s) with skill and kindness (Ferrucci, 2007). One also sharpens one's communication/ people skills and ways, gaining allies, training or strengthening oneself as well as disaster-proofing one's job (Forsyth, 2010).

In *The Analects*, Confucius taught his student and expected his student to work hard. One can know this through his student. *Zi Xia*, one of Confucius students, said, "The craftsman practices his trade in his workshop while the gentleman masters truth through learning" (*Analects of Confucius, Book XIX verse 7*). Including patience into one's routine can make one do one's work thoroughly. (Hicks, 2013). In fact, to be good at things, one needs to work hard by patiently practising patience while attaining personal mastery. Moreover, when one is patient, one is cool and calm and one can think better. And this is good and helpful when making decisions both at work and non-work situations.

Being Positive

Avoid negative thinking (Quest Advantage, 2001). There is a need to turn on the GREEN LIGHTS in our lives. In this world, there are many pessimists and people who think negatively. And they look at the bad or unhelpful perspective of things.

It is ordinarily so that all of us tend to commonly think negatively. One then builds up a bad thinking habit that will negatively influence all matters of one's interests, life and living. One somehow is even inclined to soak oneself in day-to-day tasks, habitually giving the reason that they are must routines to be done; one's wise choice would be not to be distracted by the daily grind, but instead to focus on what is important aka values. One needs to prioritize on, and well, other things can wait, and greater things can be achieved. One needs to be positive, looking at good, optimistic and helpful angle of things (Quilliam, 2003), upholding positive values such as learning, working hard, being excited and being resilient. One will then create a cycle of positivity and gladness in life and living in oneself and to others in one's world. Thinking positively and constructively is good. In essence, one must indeed adopt good thinking habits, and apply what De Bono (1985) calls "The Yellow Thinking Hat" which symbolizes brightness and optimism. One can thus explore the positives and probe for value and benefit. Indeed there is so much to life and living, and one can have abundance working, learning, caring,

proactively contributing and growing rather than playing office politics and being selfish or self-centered.

To this author, to think positively is equal to Okawa's (2003) *Invincible Thinking*. Life, like building a tunnel, appears often blocked by solid rock but when one thinks positively, one sees the light. One fires oneself up and one proceeds, step by step, and makes progress. Trials and problems build us up, and we grow; they indeed toughen us.

Accept courageously whatever fate throws at you. And no matter what happens in one's life or career, one can always find something positive, and turn any situation to one's advantage. If one practices such a philosophy, one will become convinced that there is no such thing as a crisis or hardship, only a continuous series of opportunities. One truly learns more from the process of going through the ups and downs of life.

Being Proactive

Be more proactive than reactive. Build a reputation or an image for being proactive. Being proactive can help one much in growing one's career success. A stock technique for getting noticed by one's bosses and creating a positive impression is to volunteer for assignments. Although this technique is familiar, do not overlook its potency (DuBrin, 1993: 77). One needs to be upbeat and hands-on. And do readily ask for jobs to be done. And one should get one's work organized and completed well. And enjoy the pleasure of helping others (Maxwell with Parrot, 2005; Moore and Maxwell, 1955: 146).

The ability to be proactive is an attribute employers greatly value or appreciate. The term defines initiative and an employee's ability to carry out tasks without waiting for instruction. More broadly, it defines one's ability to take charge of one's career (Top Careers, 2013: T8).

Be proactive about one's career. Make your own luck (<http://pollockspark.com/2011/be-proactive-developing-your-career>). Don't wait for things to happen; one does not have to wait for things to get so bad, so uneasy, so stressful or so dull that one just can't take another day. Plan, prepare and act (<http://www.eatyourcareer.com/2012/06/how-be-proactive-about-career-success/>).

Allocate a certain amount of time for one's job/ task. Sometimes the only reason one gets something done by a specific time is because one has imposed a self-imposed or an artificial deadline, which can increase one's sense of urgency, exert pressure, and establish strongly needed parameters (Jensen, 1994: #100). Keep filling in these bite-sized chunks of one's job or project until one has arrived at today on the calendar. Now, ask yourself, "What can you do now or today to make your dream happen?"

It is worthy to note that "much of an employee's development takes place on the job and most employees

have numerous opportunities to take on new tasks and responsibilities"; these were highlighted by Paul Bellavance, managing partner and international human resource consultant with RSVP Consulting and Training (cited in Top Careers, 2013: T8). He also added that those who embrace these opportunities usually wind up with promotions and better career options since this is assessed by the bosses as akin to being leaders.

An advanced high-level tactic for gaining the edge through impressing top management is to become the Company's goodwill ambassador (DuBrin, 1993). Several mechanisms are available for becoming a goodwill ambassador. Knowing these methods may spark one's thinking to find others. Some organizations have speaker's bureaus or clubs, whereby a select group of people are on call to speak to community groups. The talks can be on any general purpose topic such as "How Business Is Helping to Be Green", or "What Business Can Do for the Community?"

It is also good to meanwhile keep one's resume up-to-date and maintain one's network. Document one's achievements (Career Success Partners, 2009; Dubrin, 1993). And do maintain a log of one's achievements on a real time basis – jot them down. Summarize one's achievements on at least a yearly basis. Share that information during performance evaluations with one's supervisor/ manager. And in promoting oneself, one should publish one's accomplishments on LinkedIn or on other online networking platforms (Career Success Partners, 2009).

Being Socially Responsible

In the United States, the egregious Enron and WorldCom accounting scandals made the public aware that misrepresenting a company's figures can have disastrous consequences for employees, shareholders, and whole communities (Grant, 2009)

Energize with the power of good (Reader's Digest, 2013: 22-24). It is good to volunteer or give back to the community (Bennington and Lineberg, 2010: 193) as well as satisfying the other stakeholders. It is respectable and moral to uphold doing goodness, being green and business ethics; Corporate Social Responsibility (CSR) is rapidly going mainstream and is, in fact, on a growth curve. (Grant, 2009). And within one's Company, a person can also be different by contributing one's time to a worthy cause regularly; one is then doing something useful to one's community/ society and/or surroundings. Business for Social Responsibility (BSR), the flagship organization for socially responsible businesses, defines CSR (cited in Grant, 2009: 2) as "respect for ethical values, people, communities, and the environment". The fundamental idea is simple — but the effecting is extraordinarily complex. When a company commits to respect "people", for example, the initiative needs to

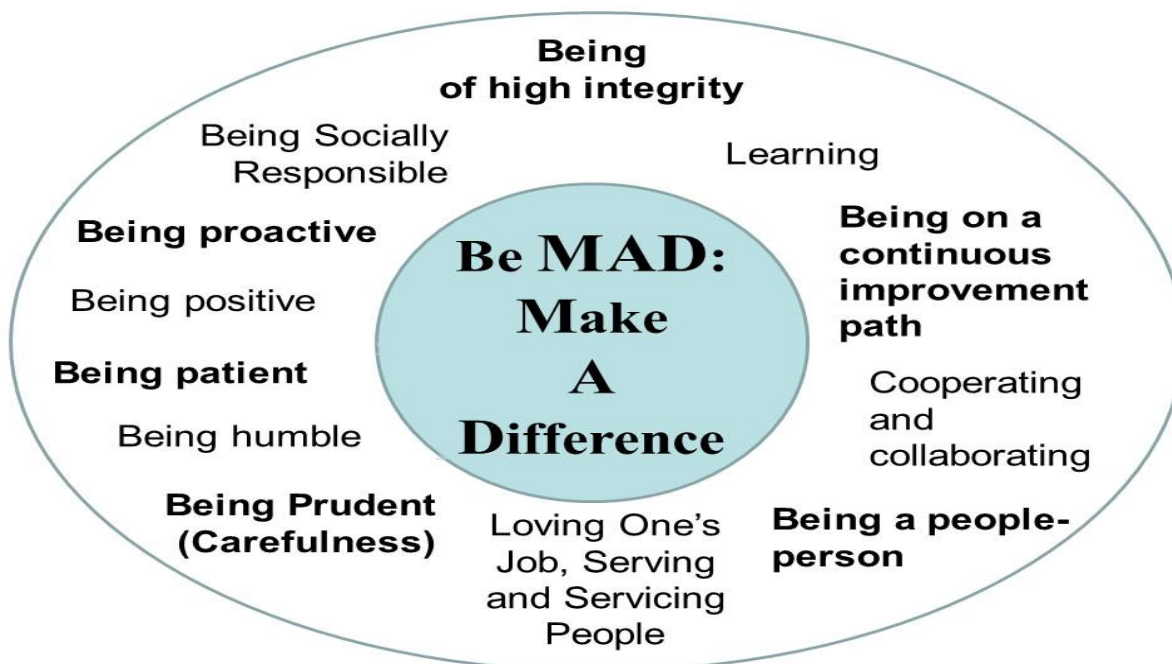


Figure 1. above summarizes the various ways to differentiate oneself in order to achieve career success; these ways are very much related to the values espoused.

extend not just to employees, but also to customers, shareholders, suppliers and their employees, and residents of communities from which the company obtains its raw materials or supplies, among others.

A CSR job or a career with a conscience could involve working for a large or a small company – or even starting one's own entrepreneurial venture. Or it might not involve a new job at all: One can use one's existing position(s) as platform(s) for introducing socially responsible initiatives into one's organization (Grant, 2009). Many companies also are open to corporate philanthropy and volunteerism; take for example, Green Mountain Energy – a retailer of “cleaner energy” and carbon offset services in Austin, Texas.

Jensen's (1994) Tip Number 138 urged individuals to “call your local United Way, or any of the local church or community organizations. Helping others is a great way to get you in touch with your own personal energy”. (Figure 1). Before concluding, please see Figure 1 above which summarizes the key ways to differentiate oneself in order to achieve career success; these ways are very much related to the values espoused.

CONCLUSION

All of us surely do not expect ourselves to feel instantly comfortable doing some of these practices and ways, but there is not a single one you cannot master. And of course, keep adding other practices that you learn on

your own or from others; you can never learn too many ways to differentiate and win in your career.

And here's more to your sweet success: If one continually grows like the bamboo, one is achieving success in one's life each day. The author would like to conclude this paper with the following advice: Make full use of the values of self-reflection, be self-aware and progress to differentiate and make oneself invincible. May you keep winning through differentiating by having good values and standing tall. I really wish you success in making progress – by being of high integrity, learning, self-cultivating, collaborating, being a people-person, loving, being humble, being prudent and helping others win.

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