

## **Career Rx**

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### **Ultimate Warrior's Career Value of Going Green?**

Asking someone what they like to do is a little like asking someone instructions on how to walk. The answer is there and we intuitively know how after so many years of doing it, but is nearly impossible to describe. As we continuously perform the ritual, we stop thinking about the actions we take. To communicate the step by step process can be quite challenging as it is so intuitive that we take it for granted. It is the details that link the process together that can also trip us up.

When the pattern breaks, such as losing one's job or returning from a tour of duty in the military, it makes us confused. When the intuitive habit or ritual we have followed day after day suddenly changes, we need to stop, reexamine and rethink our actions. What were we doing? Why were we doing it? Did we enjoy doing it? Sometimes, we crave the same old comfortable pattern. Other times we are finally relieved for the break.

One way to find an answer to what motivates us is to look at what we are willing to do without getting paid. Think about the activities that you volunteer for. What are you involved in? What causes or activities bring joy and satisfaction to your life?

Recently, I volunteered at Fort Dix to coach returning veterans on finding jobs. While doing some preparatory research, I came across *Newsweek's* online article entitled *America's Green Warriors* by Daniel Stone. While most articles on the subject of employment for returning veterans were less than optimistic, this article discussed a field in which veterans are thriving. After spending several tours of duty driving through hostile desert in Humvees and fighting to keep order, nurturing the environment is not an obvious career choice. Why would someone who enlisted in the military find peace installing solar cells? One reason is that technical skills learned in the military are well suited to installing advanced technology. A more compelling reason that sustainable energy careers seem to resonate more with this particular group of veterans is that it is a good match with their value system. There is a general feeling among some veterans that developing green power and promoting energy independence is inextricably tied to national security. Some of the same motivations that led them to enlist in the military, and some of what they learned in the Middle East, makes this a satisfying and motivating career choice.

Helping to break our dependency on foreign oil is a step in the right direction and consistent with the country's changing belief system. Our belief system does not need to be static. We have a rare and powerful ability to examine our own cognition. As human beings, we are capable of changing our beliefs. When we discover new things, we adjust our belief system to incorporate the new experiences. If we experience failure after failure, it may be time to rethink the underpinnings views of our world.

Survival sometimes dictates practical reasons to do things that may not be entirely satisfying to make it through difficult times. Sometimes these experiences will open new possibilities and provide insights that we may have otherwise missed. Other times, there are opportunities to search out work that will be motivating where we have a greater chance of long term success.

The goal is to find a career that you are eager to get up in the morning and look forward to doing each and every day of your life. The choice will allow you to focus on what you feel is important and enable you to make the kind of contribution that you want to make.

*This column provides thought provoking strategies for getting unstuck along your career journey. A certified Executive and Career Coach can be instrumental in guiding you in your efforts to gain a new perspective. I invite you to contact me @ [Lisa@ChenofskySinger.com](mailto:Lisa@ChenofskySinger.com)*

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