

C.S. Lewis & Co. Publicists

Dear Editor/Producer,

Employees have been chasing after the *wrong goal* for years. Their quest for job satisfaction, says career coach **JEFF GARTON**, is futile because *employees lack control over the people and things that make them satisfied*, such as the job, salary, benefits, a good boss, and favorable working conditions. Job satisfaction may be here one day, but gone the next.

Garton is on a campaign to show people that what they really want is *career contentment*. Career contentment is a state of mind and source of resilience that enables people to enjoy their work without complaining about dissatisfaction. True contentment comes from within.

In a new book, ***Career Contentment: Don't Settle for Anything Less*** (ASTD Press, 2008), Garton presents specific, concrete techniques and step-by-step strategies to move from being a disillusioned, dissatisfied, and dependent job seeker or employee to being self-sufficient and profoundly content with work that is meaningful.

Garton draws from his 21 years in human resources with the Philip Morris Companies, where he led the global staffing functions for Kraft Foods and the Miller Brewing Company. Now a certified career coach and producer of learning materials on career contentment, Garton delivers innovative ideas to career experts and employers seeking solutions for managing employees.

A popular host of the nationally syndicated radio show, "Career Contentment Radio," on VoiceAmerica.com Business Radio Network, Garton is lively, media savvy, and passionate about encouraging employees to recognize their own career contentment rather than expecting employers to make them satisfied and then complain when they aren't.

One reviewer, a noted MD and specialist in psychiatry and human potential, called the book a "masterpiece" that should "birth a revolution in the workplace." Garton and his book offer a refreshing new perspective on career fulfillment at a time when traditional job satisfaction continues losing ground to corporate cost-cutting, layoffs, uncertain job markets, and employee skepticism.

Please let me know if you'd like to coordinate an interview.

Warm Regards,

Cathy Lewis

Achieving Career Contentment

New book exposes job satisfaction as a myth and offers a groundbreaking approach to finding fulfillment at work.

Why do some people seem unfazed by bad bosses, lousy working conditions, and even mediocre pay? They've found something that trumps job satisfaction: career contentment.

Career coach **JEFF GARTON**, who coined the phrase and developed the concept of *career contentment*, says when people understand the essential difference between job satisfaction and career contentment, new possibilities open up to them that change their life and career forever.

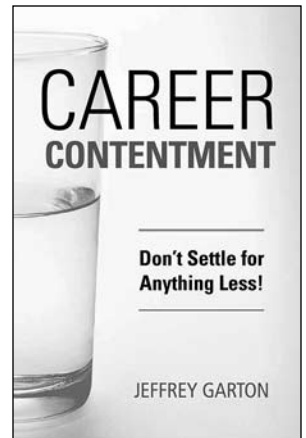
In *Career Contentment: Don't Settle for Anything Less* (ASTD Press, 2008), Garton shows why job satisfaction is an obsolete concept and a futile goal, because it is controlled by employers in the form of pay, benefits, supervision, training, job opportunities, workplace conditions—things and more things. Any of these can change after you start the most satisfying job, leading to regret, disappointment, stress, performance issues, or career instability.

Career contentment, on the other hand, is controlled by *you*, the individual, and comprises your thoughts, emotions, reasoning, talents, and choices to fulfill your own calling and purpose. You can choose to be content, regardless of the reaction or feedback from others, who ultimately cannot control what's in your head and heart. Because your contentment comes from within, you can stay contented despite changing jobs, employers, and careers.

In *Career Contentment*, readers learn how to:

- Develop a job-seeker mindset that attracts work that is meaningful to your calling and purpose
- Know if a position, company, or boss is a great fit
- Demonstrate the unspoken etiquette that employers rely on to determine your right fit and chemistry
- Learn resiliency skills to weather difficult job searches, workplace stress, and other on-the-job challenges
- Assess your level of career contentment and identify aspects of your work life that need focus and attention

Chock-full of practical tips from a pro—from perfecting your image to screening employers—this book offers concrete tools, research-based techniques, self-assessment tests, exercises, and real-life stories from Garton's "Recruiter's Notebook." *Career Contentment* is an invaluable resource for job seekers, employees facing a job change, workers at any stage of their career, career coaches, HR professionals, and employers looking to boost worker retention and improve performance.



Career contentment enables you to:

- Connect with your true calling and purpose.
- Be more self-sufficient.
- Enjoy meaningful work.
- Function with increased effectiveness.
- Confidently navigate career choices.
- Be resilient despite unexpected changes.
- Have fewer career regrets.

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About the Author

JEFF GARTON is a certified professional career coach, popular radio host, speaker, and author of the new book, *Career Contentment: Don't Settle for Anything Less* (ASTD Press, 2008).

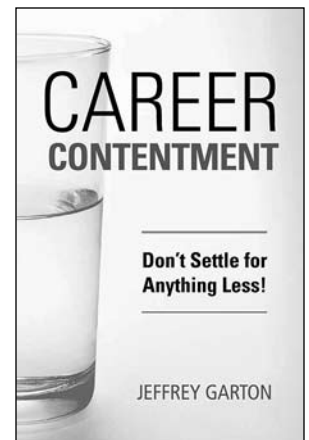
Garton is the founder of Career Contentment Inc., an international career-coaching firm based near Chicago, IL. The firm also produces how-to guidebooks and audios on the new topic of career contentment for individuals, employers, trainers, and career coaches.

Before founding his firm in 2000, Garton spent more than 20 years in the human resource trenches with the Philip Morris Companies, where he led the global staffing functions for Kraft Foods and the Miller Brewing Company.

Although Garton spent his career helping to improve job satisfaction, he later discovered what employees really wanted was a sense of contentment. He came to this discovery following the tragedy of 9/11, when his coaching clients questioned why they were working so hard, yet at any time could lose their lives to another tragedy. Saying that job satisfaction “wasn't worth dying for,” they asked, “What would make me content to stay in a job, with or without job satisfaction?” This question inspired Garton to explore the topic of contentment related to career, and he found there was a complete void of information on what seemed to be an important but overlooked topic. Garton devoted the next four years developing this new concept and refining his theories based on research, feedback from training sessions, and conversations with experts in career, medicine, psychiatry, and psychology.

Garton has interviewed many of these experts on his “Career Contentment Radio” program, a nationally syndicated radio show heard worldwide on VoiceAmerica.com Business Radio Network. He also speaks to professional audiences and industry groups nationwide on the topic of career contentment, finding meaningful work, and attracting positive job opportunities in difficult job markets.

Garton holds an MA in organizational communication and public personnel administration from the University of New Mexico, and earned his coaching certification from the Career Coach Institute. He is the recipient of two Employment Management Association best-in-class awards for recruitment marketing.



“Jeffrey Garton’s book is a masterpiece. He has single-handedly identified a key aspect of our work and professional lives that has slipped under the radar...It is a totally new perspective that should birth a revolution in the workplace.”

—Richard G. Petty, MD
Physician, psychology specialist, and a leader in human potential

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Segment Ideas / Interview Topics

How to Be Content—Even in the World's Worst Job

So it's dangerous, unhealthy, and disgusting—what's not to love?

The most remarkable thing about career contentment, says Garton, is that you can have the world's worst boss, work under the most trying conditions, or risk your life daily and still possess it. That's because career contentment involves finding ways to love what you do, rather than wasting your time complaining. Career contentment is a source of resilience you control by your own thoughts, emotions, reasoning, talents, and choices to fulfill your calling and purpose. Learn:

- Why job satisfaction and career contentment are not the same
- How to assess your level of career contentment
- Seven keys to remaining resilient in any job, under any circumstances
- How to change negative attitudes into positive ones
- How to transform a job from hell into an opportunity to learn, thrive, and prosper
- How to know when leaving your job is the right thing to do

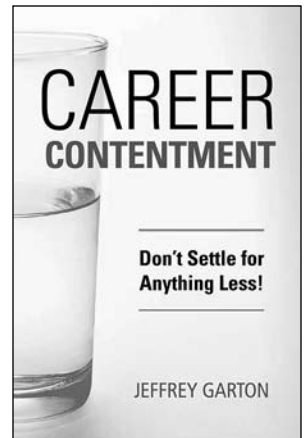
Convert Job Interviews into Job Offers

Learn the unwritten, unspoken rules of etiquette employers use to determine if you have the "right fit and chemistry."

Employment is impression building, and employers hire people they like most, even if others are better qualified. From years of observing and working with would-be employees, Garton understands what employers expect from job candidates, and what job candidates should do and expect in return. He lays out a five-step roadmap to help job seekers navigate through the often tricky hiring process. Learn:

- Five steps common to all employment processes
- The roles candidates must fulfill at each step
- Twelve unwritten and unspoken rules of etiquette that make or break the process
- Twelve rules of etiquette that if an employer fails to demonstrate should cause the candidate to withdraw
- The one magic sentence every job candidate should say in an interview—if he or she wants an offer

—MORE—



7 Keys to Resiliency

- Being insightful
- Being independent
- Having good relationships
- Taking initiative
- Being creative
- Maintaining a sense of humor
- Following a moral compass

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Why Employers Should Care about Career Contentment

If you think raises and benefits will boost retention, think again.

Employers fall into the same trap as employees by thinking, mistakenly, that job satisfaction equals career contentment. If an employee feels he or she is in the wrong job, no amount of perks will make that person stay in the long run. By relying on job satisfaction rather than an employee's sense of career contentment, employers are missing the boat. Garton offers advice to managers and HR professionals, including:

- How to appeal to a employee's sense of career contentment when job satisfaction doesn't seem to work
- How to recognize five key aspects of career contentment in your staff
- How to help employees learn to reason and leverage their contentment to overcome job dissatisfaction
- How to predict whether a prospective hire will achieve career contentment at your company
- How to coach career contentment in order to improve job retention, reduce complaints, and enhance performance

How to Avoid the Two Most Costly Hiring Mistakes

Learn to resist wishful thinking and the urge to make things appear better than they actually are.

Job candidates do it and so do employers. Whether you call it stretching the truth, spinning, padding, embellishing, or just telling a little white lie, inflating details about your résumé or the job is still employment fraud. In the information age, says Garton, it's increasingly more difficult to get away with. Also, projecting onto job candidates or employers characteristics you want them to have but they don't actually possess is wishful thinking and has gotten a lot of people and employers into hot water when they can't deliver on someone else's false impressions. Discover:

- Five areas where a job seeker is most likely to inflate the truth—and employers are most likely to check
- Legal perils of inflating your employee record
- How puffing your image leads to career discontent
- Real-life examples of job inflation gone wrong
- Benefits of finding the sweet spot: authenticity
- How to tell if the prospective *employer* is inflating the position you're going for

Benefits of a contented state of mind:

- You feel at peace and self-assured.
- You see things more clearly and make better choices.
- You have greater tolerance for things upsetting.
- You bounce back quicker from adversity.
- You smile and can more easily enjoy yourself.
- You become naturally attractive, particularly to employers.
- You are more inclined to remain healthy.

More Segment Ideas / Interview Topics

The More You Try to Satisfy Workers, the More You'll Fail

Learn why trying to provide job satisfaction for your employees won't work—and what to do instead.

After years of implementing programs to improve job satisfaction, Garton observed that every generation entering the workforce complained about the same dissatisfactions as the generation before them. Industrial psychologists say this is because it's human nature to eventually want something more or something different. By constantly trying to improve job satisfaction, employers are unintentionally giving employees something to complain about. Garton busts open the myth about job dissatisfaction, and explains:

- Why trying to satisfy employees is a waste of HR resources
- Why job satisfaction has lost its motivational effect
- What happens when employers overlook an employee's career contentment
- How to train employees to recognize and leverage their contentment
- How to change negative employee attitudes into positive ones
- How to demonstrate your company's contentment worthiness to employees

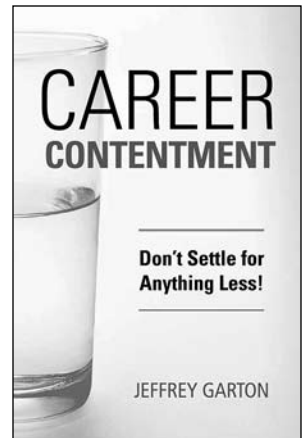
How to Get the Right Job to Find You

Learn how to develop a mindset that boosts job-hunting success.

When you feel a need to look for or change jobs, it's often a sign that the right job is looking for *you*. You'll know it's the right job when it matches what you've imagined, or when you suddenly realize it's what you should be doing. Garton says such serendipity and synchronicity frequently occur during the employment process when you learn to create and maintain what he calls the "Employment Mindset." Learn:

- How to create a contented mindset to attract meaningful work
- Seven tips for maintaining the right mindset
- How to inspire others to assist you
- Tips for converting disappointments into opportunities
- How to make happy accidents and fortunate coincidences work for you

—MORE—



How companies can increase employees' career contentment:

- Emphasize matching employees with meaningful work.
- Train employees to recognize their own career contentment rather than depending on your company to provide more, new, and improved satisfactions.

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How to Get Along with Difficult Workplace Personalities

Learn research-based strategies to anticipate and prevent problems with problem bosses and coworkers.

If you don't have the tools to work out problems with difficult bosses or associates, you're likely to avoid them, keep interactions to a minimum, or even want to leave. Garton says there's a better way, and offers strategies that are based on the Theory of Interpersonal Relationships. Learn:

- How to use the three aspects of relationships to solve everyday problems
- How to anticipate, prepare for, and prevent conflicts
- How to improve the willingness of others to work with you
- How to overcome challenges that prevent relationships from forming on the job
- How to quickly shift from a problem mode to a solution mode

The Upside of Layoffs

Once you're past the shock, you may find you're better off than before.

After 30 years in the employment field, Garton never met anyone who was suddenly unemployed who didn't find a job. As doors closed, others would open. However, the speed at which this happened varied according to the job seeker's attitude. To prevent periods of prolonged unemployment, Garton offers tips, including:

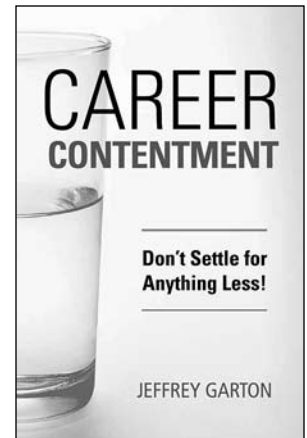
- How to avoid turning off employers by being pessimistic, uncertain, desperate, angry, and resentful
- The ten most productive thoughts to maintain while looking for another job
- How to turn your setback into a career boon
- Time-tested tips for shortening the unemployment period
- Top mistakes job seekers make after a layoff

6 Motivation Tips for Job Seekers

1. Conduct your search with the end in mind, as if you're already in the job.
2. Believe unconditionally that everything will work out as it's supposed to.
3. Create reasons to smile and laugh frequently, as if unseen people are helping you along the way.
4. Assist someone else in finding a job.
5. Wake up believing without doubt, "This is the day."
6. Go to bed believing that, no matter what happened, you are one day closer to the right job finding you.

10 Indicators of Career Contentment

1. You love what you do, and your actions demonstrate your passion for what you do—even when you are frustrated or angry.
2. You accept that no job or career is perfect. In fact, your acceptance of this inherent imperfection is what helps drive your personal and professional success.
3. You recognize that it is your employer's job to make you satisfied, but that contentment has to come from within *you*.
4. You are completely in touch with why you enjoy your current job or career, so any decision to change is driven by a need for more meaningful work and not transient job satisfactions (such as a corner office with a window or even more money).
5. You understand that complaining is a worthless, destructive activity and that a better use of your time is to imagine and work toward a contented job or career situation.
6. You appreciate and applaud your employer's success, but do not base your contentment on how well your company treats you or the incentives it offers to keep you from leaving.
7. You keep meaningful work at the forefront of every career decision, no matter what incentive you are offered to continue on your current career path.
8. You push beyond the boundaries of your career because your contented mindset allows you to imagine and always expect more career doors to be open.
9. You continue to be content—even when you know it is time to leave your job—despite having to wait until the time is right to make your move.
10. You are an absolute convert to the idea of career contentment and fully appreciate that it is more important than any traditional, measurable criterion of job satisfaction such as salary or responsibilities that can be reduced, taken away, stolen, downsized, restructured, or poorly managed.

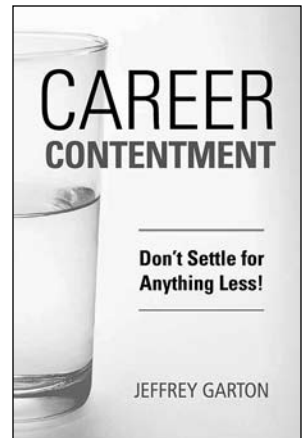


An employee in the wrong job or who lacks meaningful work will leave, no matter how hard HR tries to keep him or her satisfied. But an employee who is content in the right job is more likely to stay, even if he or she is not entirely satisfied. This means career contentment is potentially less expensive yet far more valuable to employers than job satisfaction.

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Suggested Interview Questions

1. What is career contentment, and how does it differ from job satisfaction?
2. Does career contentment mean that employees should be happy with less and not complain?
3. Why is pursuing job satisfaction a misguided goal?
4. Why are so many people dissatisfied in their jobs?
5. If you're in a job you love, that utilizes your talents, are you less likely to experience job dissatisfaction?
6. What are the nine principles that form the basis for career contentment?
7. What are some specific ways a job seeker can gain an advantage over others during an economic downturn, when jobs are scarcer and competition greater?
8. What do employers look for in a job candidate?
9. What are some common mistakes job seekers make when trying to impress a prospective employer?
10. How can a job seeker know if an employer is likely to be a good fit?
11. What are some resiliency skills people can learn that help them bounce back quickly from setbacks?
12. You present some interesting and concrete techniques, from various psychologists, for changing negative attitudes into positive, motivating ones. Share some of your favorites.
13. Briefly explain the career flow model and how one can use it to manage career contentment throughout one's life.
14. How do you know if you've achieved career contentment?
15. How do you know if it's time to leave a job?
16. If job satisfaction is never completely possible, how can an employer make certain to have a contented workforce instead?
17. How can employers benefit from training employees in the principles of career contentment?
18. Why didn't HR professionals come up with the concept of career contentment sooner?
19. What is the Campaign to Retire Job Dissatisfaction?



“Job satisfaction isn’t enough for Gen X and Millennials. This crop of employees was born after company loyalty was already dead, and they were raised by a generation that questioned why they were working for less so employers could make more. Career contentment offers a new solution for these young workers, who are looking for meaning, fulfillment, and challenge in their life and work.”
—Jeff Garton

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