

## Getting ahead in the **21<sup>st</sup> CENTURY**

Have you ever wondered whether you have the skill that you need to succeed in the 21st century? We have the answers.

### 1. Keep learning

Ten years ago, nobody was designing apps for mobile phones or using social media to reach new customers. Now these are popular jobs for graduates. As the world of work changes, we need to change, too. In the past, you just had to ask your uncle to get you a job in his company." These days we need to identify our strengths and constantly improve our skills. Business guru Heinz Landau suggests spending ten percent of your time on personal improvement; for example, learning a language or a new computer programme. As somebody once said 'If you work hard on your job, you can make a living. But if you work hard on yourself, you can make a fortune.



### 2. Don't be afraid of failure

If you don't believe me, look at Thomas Edison, the inventor of the first light bulb, or Jimmy Wales, founder of Wikipedia. Edison tried at least 6,000 different materials for his light bulb before finding one that worked. That's 6,000 failures to find just one success. And before Wikipedia, Jimmy Wales had tried and failed to start several internet businesses, but none of them was profitable. Failure, however, didn't upset Wales. It gave him useful experience and knowledge. When you work for a company, though, it's worth remembering the words of famous British businessman, Alan Sugar: 'I don't mind mistakes. I just don't like people making them twice.

### 3. Learn how to manage your time

Whatever you do these days, you probably have more work and less time than you want. To meet these demands, everyone needs strategies to be effective and productive. That means, for example, avoiding distractions. Julie Morgenstern author of *Never Check E-mail in the Morning*, recommends using the first hours of the working day to tackle your most important projects. Too often, she says, we start the day with our emails and before we realise, it's time for lunch.

### 4. Be discreet!

A woman known only as 'Lindsay became internationally famous recently when she updated her online profile with the words *I hate my job!*' She then made some very personal and unkind remarks about her boss, But Lindsay had forgotten that she had recently added her boss as an online friend. He responded a few hours later. 'Don't bother coming in tomorrow... and yes, I'm serious.' A recent survey of 450 employers found that over half of them check Facebook before offering someone a job.

### 5. Build up a social network

Don't forget: it's not what you know, it's who you know. This saying is still as true today as it was in the past. Talent, imagination and hard work are important, but your contacts are also important,

So keep in touch with as many people as possible, help them when you can and maybe one day they will be able to help you, too. If that doesn't work, you can always ask your uncle for a job!