

Positive Attitude Is Key When Job Seeking Says Cicio

"I can take you from the brink of possibility to the path of infinite probability." This plus the caption "Focusing on human potential" was the message on one easel at the front of the community room at the Bellingham Library. On another easel was a picture of a section of a jigsaw puzzle with one piece raised from the rest; at its center was a keyhole with a key protruding from it. This display was labeled "The Success Puzzle" and bore the caption "Unlock the piece that puts the picture of your life together." Approximately 50 people were there to hear motivational speaker and personal and professional development consultant Phil Cicio of "Success thInc." tell them how to "think their way to success."

This was the early-January kickoff program for the library's ambitious, timely, and helpful project entitled Libraries for Job Seekers. This project was made possible when the library received a grant from the federal Institute of Museum and Library Services through the Library Services and Technology Act and administered by the Massachusetts Board of Library Commis-

sioners, as well as supplemental funding from Target Corporation, Unibank, and the Friends of the Bellingham Library.

Cicio's goal was to stimulate attendees into developing a mindset of positive thinking so that they would be able to "stand out from the crowd" of those seeking jobs in a depressed economy. "People are repelled by negativity and don't want to be around people who give off a sense of negativity," he noted. "Negativity creates vibrations in the body, and others feel these vibrations." He spoke of the Law of Attraction—we attract people with our bodies. "Do you brighten a room when you walk in or when you leave?" he asked. "If people feel good when they are around you, they tend to think about you when you aren't around." This is true of employers; they will remember those who emit an air of positiveness and leave others feeling happy and uplifted.

Cicio focuses on transitions, moving people from one state of being to another, such as the unemployed who are looking for a job or those who want to start their own business or those who are employed but are not satisfied and want to find something that will fulfill them and change their lives for the better. He noted that 84% of Americans are unhappy with their jobs and said that a high percentage of heart attacks and strokes occur on Mondays between 8:00 A.M. and noon.

Citing his own inner growth, Cicio said, "If you grow inside, everything on the outside grows. You are not your body; your body is an expression of your mind. We think in pictures; everything—a piece of furniture, a car, or whatever—starts as a picture in someone's mind, and our thoughts become our reality, so shift your thinking to what you want." Drawing a large divided ellipse that he labeled "the thinking mind and the emotional mind" and a smaller one that he labeled "the body," he said, "You choose your thoughts, your thoughts cause feelings, and these produce actions, so you

have to create a thought of what you want or what you would like to do. Money chases people who love what they do."

He urged the audience to keep imagining the job of their dreams and themselves in that setting because "what we think about comes about." He went on to emphasize that job-seekers need to convey to a potential employer that the employer needs them: "Don't say that you need a job; employers are focused on their needs, not yours; they're interested in what you can do for them, not what they can do for you." He pointed out the value of exhibiting the right kind of attitude during a job interview. "Talk positively; have vision; feel that a door is about to open for you. Your words in the interview don't count as much as the feeling you create in the interviewer."

Using the idea of "tabula rasa" (clean slate), he used more modern terminology as he said, "When you're a child, you're a clean hard drive; along the way you become programmed from outside sources, and this creates paradigms that too often control us, but programs can be changed; there's opportunity everywhere. You have to go after what you love to do. Success is dependent upon you."

On the easel he was working on he listed six mental functions: perception, will, imagination, memory, reason, and intuition. Perception is how we see the world. "You get what you're looking for," he said. The will helps us to focus sharply on what we want and strive for it. Imagination can make us dream the dreams that can take us places, but too often it becomes dulled as we mature; children are always imagining what they could be when they grow up, but too often they are told to stop daydreaming, get their heads out of the clouds, and do what immediately needs doing. Memory can be powerful in helping us to remember the good things that have happened to us so that we might continue to focus on further good



consultant Phil Cicio of "Success thInc."

things still to come. Reason is the ability to think and create ideas. Finally, intuition is the inner voice, the hunch, the nudge that can move us into a certain pathway. "Listen to it," said Cicio.

Finally, Cicio drew an equilateral triangle and labeled the three sides "Skills/Tactics," "Knowledge," and "Attitude." He then asked the audience for words that come to mind when they think of successful people. They listed the following words: *confident, vision, determined, enthusiastic, driven, persistent, likeable, courageous, and strategic*. He then asked them to identify which leg of the triangle each word belonged on. Interestingly, none belonged on the knowledge leg, only one—*strategic*—belonged on the skills and tactics leg, and the rest all belonged on the attitude leg. "It really is all about attitude," he said. "Don't focus on skills and knowledge, but on attitude. Don't say, 'I need a job'; say, 'You need me; here's what I can do for you.'"