



Deputy Editor:



Nancy Friedberg

About LBF

Meet Now What?® founder, Laura Berman Fortgang

Now What?® Seminars

Laura's Annual Kripalu NOW WHAT? Retreat
March 26-28, 2010
Come Gain Career Clarity and Life Direction
in a beautiful setting
[More info](#)

Attend a Now What? Seminar today!

Now What?® Home Study Products

Books, Audio

The Now What?® Newsletter

by Laura Berman Fortgang, MCC
Deputy Editor, Nancy Friedberg
Volume Three Issue Bonus #1
January 7, 2010



Did you read or hear about the new statistics on Work (DIS)Satisfaction in the US released this week? [Check it out](#)

CBS asked me to comment on them, but it did not make it to air, so I thought I'd share some insights with you.

Anyone who lived through the depression might have a good belly laugh at these statistics because earlier generations did not always have the luxury of being happy in their jobs--they did what they had to do because they had to. Happiness was not part of the equation.

HOWEVER, for the past few decades, job satisfaction has mattered but never more than during the 90's when the economy was good and people had choices as to where to work and how much to get paid. In the 90's you had to keep employees happy to keep them!

NOW, and in the last 9 years since 9/11, we have seen a progressive dip in satisfaction.

People are making more and more concessions to stay employed knowing the economy is not good and the job market is tough. More of their wages are going to pay for their health insurance and other benefits. They are seeing flat or no pay raises. Furthermore, something that the news reports did not account for was how many people are working harder and carrying more responsibility as more and more of their co-workers were being laid off.

At the core, however, as someone who works with people looking for the next horizon in their career, I find that there are other core reasons why work is not working.

In the recent movie, "Up In the Air", George Clooney's character, an HR rep who fires folks, said it so well when he said to someone who was losing his job: "How much did they first pay you to give up on your dream?"

In America, we are known for people having the freedom to pursue their dreams and think big, but often, people give up on their dream. Granted, sometimes it's for very practical reasons but our culture doesn't really support people's dreams in most workplaces. The bottom line rules, not the growth or satisfaction of the employee. We tell our kids and students to 'follow their dreams' and then, when they do, we ask them: "Well, how are you going to make a living at that?"

The *Now What?*® Newsletter (page 2)

People also don't take responsibility for their own growth. Work satisfaction doesn't come from what you do but WHO you get to be when you are doing your job. IF you don't like who you get to be at your job, it is your responsibility to find ways to change that EVEN if your actual job description does not change.

People start coasting. Their life works well enough and they don't want to 'mess with what's working'. But is it really working? Dissatisfaction can set in so easily when we allow ourself to go unchallenged.

People allow their work drudgery to follow them home. It is possible to improve your life even if you can't improve your work. Instead of letting our work drudgery follow us home, we can invest in our private life and create a happiness that can make work palatable. Invest in creating family memories, indulge in a hobby, 'date' your spouse or partner, take classes, enrich your life!

People can find other opportunities, even in a tough economy. HEY! Then the obvious---gain the courage to look for other work! Invest in your worth as an employee with training or another degree or try your own biz if you can stomach it and bank roll it.

No one promised us we'd be happy at work, but you deserve to be. In other words, it's exactly what to aim for and yet no one is going to hand it to you. CREATE IT!

About the *Now What?*® Program

It's not what you do, but who you get to be. Find out more about the *Now What?*® program [here](#).

As always, your comments and questions are welcome: LBF@LauraBermanFortgang.com.

Contact Laura Berman Fortgang

For more information on *Now What?*® Coaching programs, private coaching with Laura, media opportunities, or inviting Laura to speak to your company or organization, please contact her at 973-857-8180, or LBF@LauraBermanFortgang.com. Or, visit www.LauraBermanFortgang.com.

Copyright ©2008-2010 InterCoach An InterCoach® Newsletter.
Reprintable when full credit is given.
InterCoach® Life Blueprint® and *Now What?*® are Registered Trademarks of
InterCoach

www.nowwhatcoaching.com