



## **Managing Your Career in Your 30s and 40s**

Joan Didion, the author, says that we tell ourselves stories in order to live. I believe that we live our life through stories and in chapters.

Chapter one is your childhood.

Chapter two is creating yourself. Whatever your passion in life is, whether it be college, a trade, a craft, whatever your chosen profession this is the chapter you should look to develop yourself, work your way up the ladder, fall flat on your face a few times (or lots like I did!) get banged on the head, and generally work your petunia off.

Chapter three is invest in your assets. Refine your expertise, whatever that may be. If it's acting, plumbing, or investment banking, you need to refine your expertise.

1. Seek out mentors and develop relationships with the right people because who you spend the most with--that is who you will become. Your mentors need to have a high bar and need to be able to tell you the truth and have a vested interest in your success.
2. Join toastmasters. Toastmasters teach everyone how to communicate and it will help you in whatever your chosen profession is.
3. Invest in yourself. Never stop learning in your 30s. You have the energy and Einstein said we only use 3% of our brain capacity. Read biographies and history.

4. Join professional organizations and then go to those meetings. You need to meet people inside and outside of your given profession.

5. Be respectful of everyone because you never know what will happen. A wise man, Mark Yusko, President of Morgan Creek Capital said "I believe in the power of karma."

6. In your 30s see yourself as CEO of you, Inc. In that role, you need a GPS system, or goals, plan and structure or a business plan. Write it out. What are the goals, the plan and put the structure into place to achieve it. You do those six things and you will fly first class into your 40s.

Chapter four is leveraging your assets and that takes you into your forties. If you've done a great job in your thirties, then you'll go first class into your 40s. So what do you do in your forties? Leverage up and trust yourself.

In leveraging up, ask for feedback, study the people you aspire to be, take your experience and leverage it up to the next opportunity. Maximize your resources.

Trust yourself. George Soros doesn't have a CFA designation and says he would probably fail the exam. The CFA is similar to the CPA but harder, and is specific for a financial analyst. What does George Soros trust? His gut--his intuitive knowledge of the markets. So if you did a great job laying the groundwork, foundation in chapter three of your life, then you should be able to fly into the next chapter. If you didn't, you may have a layover.

Every chapter of our lives prepares us for the next. Go forth and prosper!

Ev Nucci is CEO of Nucci Consulting Group, a retained search firm that specializes in the asset management industry. She spent the last three decades building high performance organizations. She started 5 companies, worked as an executive for Johnson & Johnson where she was part of starting two divisions, then ran 15 operating companies, did a start-up for Baxter, started her own company which she grew to be an industry leader and she sold five years later to the industry giant. In 1996, she founded NCG and leveraged her talent for building high growth organizations to Wall Street. In 1998, she started working with a small fixed income firm, by the name of BlackRock and spent the next ten years working with founders and they have grown into the largest asset management firm in the world. Most recently Ev was a consultant to Armored Wolf, LLC, a global macro hedge fund. She has interviewed over 15,000 people over the last three decades.

Copyright © 2007 Ev S. Nucci