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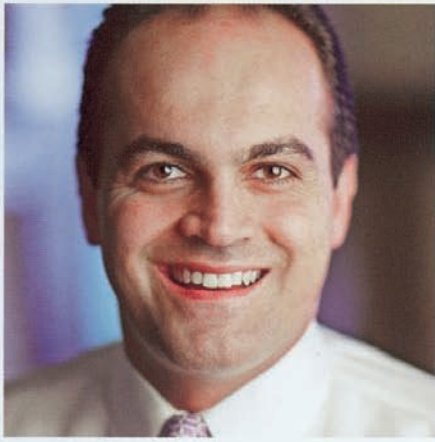
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Charting a course for turbulent times

Understanding your value, building on relationships,
and dealing with transition





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David Nour OOBEMBA

More so than ever before, Goizueta graduates are finding that professional success isn't about a series of predictable steps up the proverbial corporate ladder.

The road can be a much more circuitous route, or it can be a journey measured in a more personal way. The change in how we gauge professional satisfaction comes from the ways we look at work and how the workplace itself has changed, say Goizueta graduates.

Whether it's the desire to secure a competitive spot at an investment bank, tackle the challenge of being an entrepreneur, or change professions, alums are defining success in their own terms. And no one is immune from the impact of corporate upheaval. Business school graduates are finding the need to make carefully considered choices in moving from one company to the next. In this special feature, Goizueta graduates say that having a sound career strategy, and more so, a life plan to understand one's value, build on relationships (including those at Goizueta), and manage the transitions goes a long way in supporting the process.

David Nour OOBEMBA, managing partner of The Nour Group, a strategic relationship planning and social networking consulting firm based in Atlanta, says there are key lessons to be learned from Aery's experience. He notes that people shouldn't be wary of reaching out to those who can aid in their career development. Nour's book *Relationship Economics* is specifically devoted to the value of one's contacts. “It’s really about building, nurturing and optimizing the quantifiable asset in your most strategic relationships,” he adds. Nour reminds people that reciprocity is a fundamental attribute to successful networking. “The process won't succeed if it's haphazard or reactive. You can't wait until the economy tanks, and then scramble to create access to—or opportunities with—individuals you need. Those who chose to invest in the favor economy are the ones who will often elevate themselves above the market noise.”