

"My verdict: SHEER GENIUS!" —Stephen M.R. Covey, author of the *New York Times* bestseller, *The Speed of Trust*

The background features stylized, high-contrast faces in a comic book or pop art style. On the left, a face is rendered in purple and yellow. In the center, a face is in shades of pink and yellow. On the right, a face is in shades of red and black. The faces are partially obscured by a central red rectangular area containing the title.

# RÉSUMÉS ARE DEAD

*And What to Do about It*

*Richie Norton*

NEXT →

## *Praise for Résumés Are Dead and What to Do about It*

“My verdict: SHEER GENIUS! I love it, I think it’s brilliant, I think it’s bold and courageous, I think it will help people out everywhere.”

—**Stephen M.R. Covey**, author of the *New York Times* bestseller, *The Speed of Trust*

“Richie hits the nail on the head in the pursuit of dreams. We cannot sit back and wait for life to serve up opportunities, but rather we must create our value and contribute in a powerful way.”

—**Kenny Anderson**, author of *Common Denominators for Success*

“Can I just say WOOOOOOOOOOW!!! I’m just moved and on fire right now. Very relevant and timely message for our days (and for everyone)!”

—**Juri Widiger**, Brussels, Belgium

“This is a great book at so many levels. If you are looking to find your own direction or just need the motivation to move forward, Richie’s book can help. I found it empowering as an employer as well. I want the employees Richie describes in this book, and it helps me to recognize what I need to do to attract and keep those kinds of employees.”

—**Jeff Heggie**, CEO, Kodiak Mountain Stone, Canada

“This turned my brain upside-down—in the best way possible!”

—**Rachel DeVault**, photographer, mother, wife, Texas

“This really helps me get off my retirement rocking chair and want to do something meaningful for myself and others around me.”

—**Andy Macatiag**, adjunct professor, Chaminade University, Hawaii

*1st message:* “Love the e-book. Thank you for taking the leap and inspiring me. I’m just so grateful for your book! It gave me some meaningful direction.”

*2nd message:* “Richie, I’m headed to an interview tomorrow. I’m beyond stoked and appreciate your e-book. I read it again and it got me pumped. I’ll let you know how it turns out. Thank you, sir.”

*3rd message:* “Dude. I got the job. Thank you for your inspiration!”

—**Adam Buchanan**, Portland, Oregon

*1st message:* “I should NOT have read this just before going to bed last night. I felt so empowered after I read it and I had a million ideas going through my head. Amazing experience, but a little rough on the sleep department.”

*2nd message:* “When I read the book I was stuck in a rut. After reading your book, changes came immediately. I found an internship with a major opera company, introduced myself and was hired within a week. Life is different. Your book gave me the key to a door to the world that I had been staring at my entire life, but I didn’t know how to open.”

—**Olivia Biddle**, adjunct professor

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Dedicated to you.

I live on the North Shore of Oahu and have always wanted to visit New York City. I never had a reason to go until I read about a publishing seminar with [Seth Godin](#) (bestselling author and most influential business blogger in the world). I bought a ticket and set up my travel arrangements to arrive a day early so that I could get acclimated to the time zone and stark temperature change. I also booked the earliest flight possible so I'd have plenty of time to see the sights.

I braved the cold and visited Times Square, saw the Statue of Liberty, rode the subway (what an adventure), visited Ground Zero (life-changing experience), and walked through beautiful, snowy Central Park. When I arrived at the Empire State Building (one of my life's mini-dreams), I was presented with two tourist experience options: the standard trip to the observation deck, where they filmed the famous scene from *Sleepless in Seattle*, or I could pay an additional \$15 fee to go just a few flights higher.

Like most people I'd imagine, I thought, *Why would I pay more just to go a little higher?* But I figured since I'd already invested so much time, effort, and money to get all the way to New York in the first place, I might as well pay a few dollars more to go to the tippy top.

The view from the 102nd floor was amazing! While the 86th floor general observation deck had been PACKED with people squeezing through each other to get a glimpse of the scene below, the small fee that landed me on the 102nd floor sifted out the competition and left plenty of room to enjoy the sights. I could effortlessly see the Brooklyn Bridge, Statue of Liberty, and a million amazing buildings in the distance. It was worth every penny of my small investment.

As I rode the old-fashioned elevator back down from the 102nd floor, a recorded voice came over the speaker and said, “You are now a member of the Elite 102 Club!” I didn’t even know there was a club, and now I’m a part of it! In that moment, I learned a significant life lesson.

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*There’s room at the top because so few are willing to pay the extra price to get there.*

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*It's a small price to pay, but investing a little extra effort into the life you choose will move you from average—where all the competition is—to the top.*

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# *The Call*

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This is a call to action, a call to find both money and meaning in your life in order to gain the freedom to live where and how you really want to live—today.

Is all this possible by getting or creating a job? Only if you're ready to dig deep and contribute to the world in authentic and significant ways. And it's worth it. You can find happiness now and become who you need to become with just a little added effort.

Why? Because you're needed. I need you. They need you.

## *You need you.*

You need to make your mark on the world. Without you, everything is far less than it could be. With you, everything is so much more. We need you at the top.

There's a life you're completely missing out on as you trod down the mindless path of résumé building, paper pushing, and cubicle dwelling.

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*What are you trading your life for?*

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# *Man's Search:* *Money or meaning?*

. . . dot, dot, dot; dash, dash, dash; dot, dot, dot . . .

S.O.S. taps scream from keyboards all around the world. From the pits of the cubicle to the perks of the sky rise, people call to be rescued from the unfulfilling drudgery of work.

But for what purpose?

Didn't these people spend tens of thousands of dollars and years upon years *upon years* of their lives on schooling with the specific intent of landing this very job?

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*Getting a job is about more than money—  
this is your life we're talking about!*

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It's time to rethink work, and it's time to rework conventional thinking. And guess what? You need to start today.

Begin the revolution with one question:

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*Given a choice (which you are),  
why not create the most fulfilling  
lifestyle possible?*

# *Finding a Path*

“Hi, Richie! I have sent out and physically handed out at least four résumés a day for the past six weeks. I have had two interviews, but no luck. Maybe I am not representing myself right?”

I offered some ideas to help and received the following response:

“I guess it’s deciding what it is that I really want to spend the rest of my life doing.”

THAT’S what everyone wants to know: What should I spend my life doing? Or more specifically, HOW? How can I fulfill dreams and still pay the bills?

This is where everybody gets stuck! Should I choose money or meaning?

Do I feed my family or be happy? Buy new shoes or save the whales?

Instead ask, *Why not both?*

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*To find true balance and lasting fulfillment in life, you must choose both.*

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If you choose money, your life will go on with no meaning.

If you choose meaning, you'll spend your life trying to find money to support your cause—reversing your choice of meaning over money in the first place.<sup>1</sup>

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*It may not be conventional, but choosing BOTH money and meaning will dramatically increase your ability to land, and keep, the job of your dreams (or the power to create your own).*

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<sup>1</sup> This phenomenon is called mission drift.



Realize this:

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**50%**  
*of people at Harvard University  
didn't see the gorilla.*



That's what Simons and Chabris discovered in their world-famous selective attention test popularly known as the "invisible gorilla."

In the [test](#), you're asked to watch a video clip of two teams passing a basketball to their teammates. Your task is to see how many times the team in white passes the ball back and forth. As the clip plays, you find yourself with laser-like concentration on the passes.

At the end of the exercise, you're asked how many times the ball was passed, and you proudly offer your answer. You did what you were told, and you're self-satisfied as you weigh in correctly.

Until everything changes . . .

"But did you see the gorilla?" the test-giver asks. The gorilla?<sup>2</sup>

The game changed on you. NOBODY said anything about a gorilla! Is that fair? Well, at this point, fairness doesn't matter—it's too late. You missed the boat. The test wasn't about the ball at all; it was about the gorilla!

Résumés are an employer's way of asking you how many times the ball is passed. However, the real qualification to get hired is determined by whether or not you see the gorilla. That's why getting a great paying job is so hard. Employers may ask you for a résumé, but the barrier to entry has very little to do with it, if anything at all.

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<sup>2</sup> My four-year old didn't miss the gorilla when he took the test. He was concerned.

"Why is no one passing the ball to the monster, Dad?"



# *Résumés cause inattentional blindness.*

When you're focused, sometimes you can't see what's in plain sight. This is called inattentional blindness. When you're tunnel-focused on your résumé, you're going to miss the gorilla (the real test).

*Résumés are to filter you out, not to get you in.*

To get what you're after, you need to think far beyond your résumé, because scoring your dream job lies in the art of identifying the gorilla.

***Employers and clients will know you can see the gorilla (and will hire you) when you authentically and effectively embody these seven ideas.***

Applying them will help you earn more money, do meaningful work, and allow you the freedom to find employment (or self-employment) in the place you want to live.

1. Inspire 100% confidence.  
What your boss (future boss or client) will hate to hear but will secretly love you for saying.
2. Forget the future.  
Why you should start doing the dream work you plan on doing later, right now.
3. Add congruent value.  
How congruence becomes commission.
4. Follow TOMS' lead.  
How to not get outsourced.
5. Replace the word *marketing*.  
The two words you must use to become powerful, influential, loved, and HIRED.
6. Lead your employer.  
How to graciously take the lead and get paid more because of it.
7. Use the OODA Loop.  
How “agility over raw power” wins dogfights (fighter pilots and the F-16).

# 1. *Inspire 100% Confidence.*

What your boss (future boss or client) will hate to hear but will secretly love you for saying.

I will be respectful, meet timelines, and produce better work than you've ever had. You'll wish you'd hired me years ago. I will be a team player, raise everyone up, and we'll make money. Lots of it.

We'll have fun together and be happy. We'll create an environment of high trust, high goals, high support, *and* a higher level of measurable results than you've ever seen. Our new life together will be incredible. You'll thank me and ask, "Where have you been all my life?"

Do I have a price? Sure I do.

If you'll pay me fairly and allow me to still have a soul, I'm in.

*But,*

If you're going to make me "sell my soul to the company store" by bullying me about taking lunch or make me scared to ask for time off to go volunteer at my son's school, I'm gone.

If you're going to suffocate me—take away my breath, my creativity, and force me to color within the lines—I'll say goodbye. And eventually, so will everyone else.

That's why you're losing all your talent: because the Googles next door will allow me to work for money *and* meaning ([like this](#)).

Here's what you can do to help me best help you: tell me what results you want, give me a budget and a timeline, and allow me to own the project.

Empower me to use my unique creativity. Let me prove what I can do. You'll be amazed.

I can't wait to work with you!

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*Be bold, but never ever arrogant.*

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Let them know that you can rock their world AND you have a life. Having a life earns you respect.

Oddly, setting boundaries will give your potential employer a reason to pick you over them.

Why?

I don't know why this works. Maybe it's because bosses wish they could say and do the same thing. That's why they like you. Maybe it's the law of supply and demand—your talent is a limited resource and they want limited things. Either way, you're an INSPIRATION and they can smell it in the air.

## **WARNING:**

Don't say these exact words. Be yourself. You need to communicate your values to your employer or client authentically, naturally, effortlessly, and above all, **RESPECTFULLY**. It's also vital to recognize that this type of communication requires serious preparation.

The next six ideas will show you how to be in the position to communicate 100% confidence in a way that inspires trust, makes the employer (or client) love you, and lands you the job.

## 2. *Forget the Future.*

Why you should start doing the dream work you'd planned on doing later, right now.

Recently, my brother-in-law died unexpectedly in his sleep at age twenty-one, a great friend from high school died at age thirty, and [my sweet son died](#) after only living ten weeks. To say the least, I've been jolted.

We've all been jolted before. Life's short. Let's do something about it!

You NEED to start meaningful projects now—you never know how much time you have left.

**GO start projects related to the field in which you want to be employed . . . before you actually need to.**

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*If you're too afraid to start doing the dream work you had planned for the future right now, do it now anyway.*

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Imagine you're an employer looking to hire. Would you be more likely to hire the person who says, "I've always wanted to do what you do. You're living my dream!" OR the person who says, "I couldn't wait until you hired me, so I started this awesome project that you're really going to love! It's directly aligned with the mission of your organization. Check it out!"?

*When you've got the wheels in motion, people will come out of the woodwork to help you make things happen.*

These people will become your mentors and allies. The people you meet as you're engaged in your dream work will change the course of your life.

Engage in projects that both fire you up and help you meet the greats in your industry. Not only will knowing them offer you credibility, they just may end up offering you the job of your dreams.

***Don't wait. Start now. No matter how poor, young, or old you are, start immediately. You can't afford not to. Your life depends on it.***

# 3. *Add Congruent Value.*

How congruence becomes commission.

Congruence is the art of being suitable and appropriate.

In college, I HATED it when people would say to me, “Whoa! That’ll look great on your résumé.” What? I’m NOT doing this project because I want another good-looking bullet point on my résumé. This concept had never even crossed my mind.

Don’t approach projects with a hidden agenda to build your résumé. Start projects that genuinely get your juices flowing and then align those projects with the missions of the companies or people you’d like to work with in the future. By doing projects that are congruent with the values of the company you want to work for, you’re preparing yourself to walk into the job interview with concrete evidence that you’re the one they HAVE to hire.

Here is a snapshot of how this worked for me:

In college, I was elected to the position of student body president. While serving in this capacity, I learned about the need to help international students graduate and then return to their home countries to become leaders in their communities and build up their local economies. I had always wanted to participate in some way to end global poverty, so I decided to write a business plan for the School of Business’s upcoming competition. My business plan focused on a system to help students create jobs in their native countries.

***The plan failed. They said, “The devil’s in the details.” But guess what? . . . I started anyway.***

Even though I lost the competition, the School of Business loved the forward motion I’d generated. My work was congruent with their values. They offered to help. This led to me starting a joint-venture cashmere company in Mongolia and a joint-venture inflatable bouncer company in Western Samoa. Over time, these businesses unfortunately didn’t make much money.

However, starting these projects legitimized the need for my university to start a center for entrepreneurship and a board of mentor venture capitalists (of which I’m now a part). These university initiatives have taken my tiny start and expanded it into diverse businesses and projects worldwide that influence thousands of people for good.

Also, moving on my crazy ideas got me noticed. People started offering me all kinds of jobs. From highest paid executive assistant in one organization to manager of a chicken franchise in the Midwest. These jobs weren’t for me though, so I said no to the money and the security it would provide and I looked for something more suited to my passion. I got offered a contract as an independent business consultant (work I love to do) and that launched a meaningful career for me.

As a result of the consulting business, I became president of a financial services company, advisor to many other companies, and vice president of a real estate company.

All these jobs were totally unsolicited. They came because I added congruent value in one area of business and other employers wanted me to do the same for them, and it all began with a failed business plan.

# *How could this work for you?*

Imagine I sell Mexican jumping beans for a living, and I need to sell 100 additional packages per week. Let's say you come to me looking for a job and tell me, "I can sell 100 additional packages of Mexican jumping beans a week." Would I care if you had a 4.0 or a 2.0 GPA in college? No. You've captured my mind by filling my need. You're hired.

***It's not about how smart you are—it's about capturing minds.***

When it comes to getting a job or client, congruent value is aligning the employer's need with your value add. This unique ability captures minds. See, employers and clients are selfish—it's not about you, it's about them—and rightly so, it's their money on the line and they're assuming 100% of the business risk, 100% of the risk of hiring YOU. Respect that.

If you're really, really good at working with people (like everyone appears to be on their résumé), but my goal as the employer is specifically to sell more jumping beans, I'm not going to hire you. You're not suitable or appropriate for the task.

If, on the other hand, you're really, really good at selling jumping beans, bam! You've got the job. Your job at this point just doesn't require the additional skills.

That's congruence. That's the art of being suitable and appropriate.



# *Effective congruence requires you to keep your eye on the gorilla.*

Sooner or later my needs as the employer will change. If I now need an employee that is really, really good at managing other employees and you're not, you'll soon be off looking for another job. My needs changed, but you didn't.

***Selling Mexican jumping beans gets you the job. Constantly realigning your added value with the changing needs of your employer keeps you around.***

# 4. *Follow TOMS' Lead.*

How to not get outsourced.

“In 2006, American traveler Blake Mycoskie befriended children in Argentina and found they had no shoes to protect their feet. Wanting to help, he created TOMS Shoes, a company that would match every pair of shoes purchased with a pair of new shoes given to a child in need.”

Blake knows how to create a movement. Between 2006 and 2011, [TOMS](#) has given away over one million pairs of shoes. TOMS doesn't depend on fundraising for support, they make money and meaning. TOMS is a social entrepreneurial organization.

If you want to be employed (including self-employed), BE LIKE BLAKE. Don't just sell stuff—make meaning with your product or service. Become a [social entrepreneur](#). Or, if you're working for a company, become a social intrapreneur.<sup>3</sup>

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***SOCIAL and INNOVATIVE will always be in high demand.***

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Prove that you and your company aren't selfish. Be selfless. Solve social needs in innovative ways that will simultaneously sell your product or service. If you don't, you'll be outsourced.

**You'll be outsourced because someone else (or something else) will eventually do the non-social and non-innovative work you're doing now.**

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<sup>3</sup> An intrapreneur is someone who innovates like an entrepreneur within an organization.

You won't just be outsourced by China or India; you'll be outsourced by a consultant that doesn't need to be paid benefits, or you'll be outsourced by the person in the chair next to you who will take on both her own job and yours without extra pay. If not that, a machine or some Internet gadget will replace you.

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*The way to be irreplaceable is to become a social innovator.*

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Start projects that motivate you to save the world and simultaneously make money (and create mindshare) for your company. Social innovation makes magic happen.

**The Blakes of the world will always be in high demand.**

# 5. *Replace the Word MARKETING.*

The two words you must use to become powerful, influential, loved, and hired.

Peter Drucker, legendary management consultant, is one of my heroes. He said,

“The aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”<sup>4</sup>

***I want you to reread this quote, but this time, replace the word marketing with serving others.***

At first, you may have a hard time spitting this out. Serving others to sell? Isn't that naughty? Shouldn't service be altruistic? Yes, serving should be selfless charity and you should do that too. In fact, you should actively seek out selfless service opportunities every day.

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<sup>4</sup> Peter F. Drucker, *The Essential Drucker* (New York: HarperCollins, 2011), 21.

***When you say the word marketing, do you think of serving? Until you do, you're going to live far below your highest potential.***

This type of service marketing would better be termed *tzedakah*, a Hebrew word commonly translated as “charity.” One Jewish leader described [tzedakah](#) as having eight levels of charitable giving. The eighth and highest level of giving is described like this:

“The highest form of charity is to help sustain a person *before* they become impoverished by offering a substantial gift in a dignified manner, or by extending a suitable loan, or by helping them find employment or establish themselves in business so as to make it unnecessary for them to become dependent on others.”

Serve others in a way that helps them become self-reliant (or interdependent) and watch miracles happen for both you and them.

Think Apple. They created a movement by empowering people to go into creative business for themselves (social + innovation) with easy-to-use tools, but at a price . . .

. . . that we JOYOUSLY line up to pay!

# 6. *Lead Your Employer.*

How to graciously take the lead and get paid more because of it.

Whether you're going in for an interview, trying to improve the situation in your current job, or looking to book more clients, the people that hire you want to be led.

**You might ask, “Shouldn't the person paying me lead the way?” Nope. They're paying you to lead.**

Leaders want to work with other leaders. Why else would companies pay big bucks for leadership training? However, leaders don't want to know or feel like they're being led. They still want to be in the driver's seat.

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*Leadership in this sense is influence. The way to lead is to be proactive. Don't wait to be compelled to do great work.*

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As Nike says, “Just Do It.” Tell your boss your brave ideas and give her the vision of how it will revolutionize the company (*and make her look good too*).

*Leading leaders happens when you capture their minds with a picture of the end result and prove that it meets their needs. Then, you step back and let them take the credit for allowing it to happen.*

Your bosses or clients will pay you a premium if you can effectively and consistently lead them in this way.

Leading like this takes courage, but more importantly, humility. You've got to give up the glory and hand it over to them. However, if you've got a great boss or client, she'll thank you and give the credit right back.

Don't worry about getting credit, do the work anyway.

**I've heard scared people lament, "If you stick your head out there, it's going to get chopped off." I'm here to tell you that if you DON'T stick your head out there, you've already chopped it off yourself!**

And guess what? We're all scared. I'm constantly scared.

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*To escape fear, you have to go through it,  
not around.*

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# 7. *Use the OODA Loop.*

How “agility over raw power” wins dogfights (fighter pilots and the F-16).

Imagine being chased midair by an enemy fighter jet. What are you going to do?

“**O**bserve, **O**rient, **D**ecide, and **A**ct.”

This is what USAF Colonel John Boyd would [tell](#) you to do:

“In order to win, we should operate at a faster tempo or rhythm than our adversaries— or, better yet, get inside [the] adversary’s Observation-Orientation-Decision-Action time cycle or loop.”

To this end, Colonel Boyd led the way for the creation of a lightweight fighter with high maneuverability and became known as the father of the F-16.

In order for you to win jobs and clients, you must use the OODA Loop.

## *The OODA Loop “favors agility over raw power.”*

Here’s how I apply the OODA Loop in business:

### **1. Observe the employer’s or client’s landscape.**

What’s happening in their world? Where’s the gap they need filled?

### **2. Orient yourself to what they are trying to accomplish.**

Where do I best fit to contribute for maximum impact? What’s my congruent value add? Can I fill the gap?

### **3. Decide what to do about it.**

What should I do first to inspire them to have 100% confidence that I can get them from where they are now to where they want to be?

### **4. Act.**

Is my added value still congruent with my employer’s needs? Do I need to adjust?

If I had to pick one word from OODA and throw away the rest, I’d choose “act.” The large majority of people don’t use OODA; they use OOD.

Most people get stuck in a never-ending cycle of observing, orienting, deciding, and NOT acting—false starts. That doesn’t work. That’s like writing a résumé.

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*Act. Be maneuverable. Win.*

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# Putting It All Together

My [wife](#) and I have used these seven ideas to create a family-focused lifestyle. Our dream is to set up our professional lives to provide us the freedom to be there for our kids: breakfast before school, huge hugs when they come home, and high-fives at their team games. Travel when we want to, significant contributions to the world, and our total availability to serve others are key to our ideal life together.

That's our dream, and we're living it. Today.

I mentioned earlier that our baby son died. It was awful. *It is still awful.* And not just for us—we have three other boys that experienced the suffering of losing a brother. Needless to say, we needed time together to recuperate. Fortunately, we have consciously designed our work and family life in a way that allowed us the freedom to move through this trying time of grief and pain in a way that strengthened, not deteriorated, our family. We were resourceful and were able to find a way to spend a couple months traveling and healing together: camping, hiking, biking, fishing, surfing, playing guitar, and making memories.

We truly believe that it was largely due to the way we had consciously set up our lives prior to our son's death that allowed us to respond in a way that turned our family tragedy into a family triumph.

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*Everyone deserves to live in a way that can create money, meaning, and freedom to live life on your own terms, no matter the circumstances.*

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If you're ready to revolutionize your lifestyle, here are some quick tips to help you forget the résumé, "identify the gorilla," and use the seven qualities we discussed to create money, meaning, and freedom for yourself:

**1. First, choose where you want to live.**

Ultimately, where you live is the lifestyle you choose to have. Many people choose a job first and allow their employer to dictate where they live.

**2. Choose work that gets you excited.**

Work that gets you excited may or may not be work you're good at, but it's a great place to start. Once you've identified what excites you, then you can choose work that excites you AND that you're good at.

**3. Start a project independent of anyone else.**

Put your dreams to work. Pick a project that is aligned with a career path you want to pursue. Start a project that actually fills the needs of the people/organization you want to work with.

**4. Invite influential people and/or organizations that you'd like to work for to help you complete your project by a certain date.**

You'll develop genuine and lasting friendships with the people you want to work with. This is an authentic way to bump into future employers from your field of choice before they even know you want to be hired.

**5. Build a business model (way to make money) around a successful project.**

If you want to work for a company, your business model is to get a job with the people or organization that helped you with the project you started. If you're already in business, your business model is to earn the trust of more paying clients because people love you and are willing to spread your message as a result of your project. If you want to be self-employed, your business model is to earn (not get) mentors as a result of your project to help you start up.

These quick tips, combined with the seven ideas listed previously, will help you create money, meaning, and freedom for you and your family. Starting TODAY.

# *Parting Note*

**You should always have meaning outside the workplace.**

**Work to support your lifestyle—don't live to support your work.**

It may not always be possible to snap your fingers and have your dream job right this very second, and even if you could, occasionally some of the work that HAS to get done, even within the realm of that dream career, will feel like drudgery.

If you're having trouble assigning meaning to your current work, it's important that you consciously focus on the benefits you're getting with the money you are earning (or opportunities you have) and the luxuries your situation offers. It is said that more than half the world lives on less than \$2 a day. Be grateful for what you have. *Very grateful.* And live accordingly.

During the inevitable times when you feel like your work has no meaning, find meaning at home. If you need something more to feel creative or need extra cash, then moonlight: start dream projects after work hours. At some point in time, a successful side project can become your main project and you'll be fortunate enough to make your work and your dreams become one.

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*Whatever you do, don't wait to start those dreams.*

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GO MAKE WAVES, today.

Aloha,  
Richie Norton  
Laie, Hawaii

## Videos

### **If You're Trying to Get a Job, a Résumé Won't Get You One**

Résumés are dead. There's a better way than a résumé.

<http://www.youtube.com/watch?v=dEJRRsQ6N5E>

### **Résumés Are Dead: New York, Crowds, and Jobs at the Top**

What can a trip to the top of the Empire State Building teach you about how to get a job at the top of your industry?

<http://www.youtube.com/watch?v=5oeyeB2VU7o>

### **Résumés Are Dead: Dream Job? What's the First Step?**

Given a choice (which you are), why not create the most fulfilling lifestyle possible? We're creators and work gives us an outlet to create. With specific effort, you can get your dream job.

<http://www.youtube.com/watch?v=fndgTO6K8bU>

### **Résumés Are Dead: Fear and Embarrassment**

Richie tells the short story of a successful businessman who lost his job and how he started the process to move on. Is there something you want to do but fear and/or embarrassment is holding you back? To escape fear, you have to go through it, not around.

[http://www.youtube.com/watch?v=5V\\_fdYKcBhw](http://www.youtube.com/watch?v=5V_fdYKcBhw)

### **Résumés Are Dead: Mission Drift—Money or Meaning?**

In the pursuit of money, have your daily activities drifted away from the mission you're trying to accomplish? A powerful lesson learned on a humanitarian trip to Nicaragua about the balance between money and meaning. Choosing both money AND meaning can increase your quality of life, help you get a better job, or inspire you to start your own job.

[http://www.youtube.com/watch?v=gT8ufG\\_tHWE](http://www.youtube.com/watch?v=gT8ufG_tHWE)

### **Résumés Are Dead: Should You Be Fishing or Hunting for a Job?**

What's the difference between fishing and hunting for a job? The answer is career-critical. This is a direct challenge to the traditional approach of job-finding.

<http://www.youtube.com/watch?v=1NM-16URj-4>



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This document was inspired  
by the many manifestos written at  
[www.changethis.com](http://www.changethis.com)  
Go check them out.

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## About the Author

Richie Norton has dedicated his life to helping others go from where they are to where they want to be. He is a startup and business development consultant and social entrepreneur. He received Hawaii's *Top 40 Under Forty* "best and brightest" businesspersons award by *Pacific Business News* at age twenty-nine and the *Change-Aid* award for international development at age twenty-four. He is CEO of Global Consulting Circle and is a highly sought after leadership trainer and speaker.

At the time of this writing, Richie is happily married and living in Hawaii. He and his wife, Natalie, have four boys, one of whom already made his way to Heaven.

## Join the RAD (Résumés Are Dead) Movement!

SO MANY people can learn from your unique experiences in the search for money, meaning, and freedom.

Visit [www.RichieNorton.com](http://www.RichieNorton.com) for additional resources and tell Richie what's working (or not working) for you or someone you know.

And of course, please let friends, family, coworkers—anyone who you think might benefit from its content—know about this book. This book is also available in [audio](#) format so you can listen to it in the car on the way to your big interview.

## What Others Are Saying about Richie Norton

"I've worked with Richie on a number of projects over several years and have found him to continually display a marvelous combination of professional competence, energetic creativity, and effective determination. He is a man of absolute integrity who makes it thoroughly enjoyable, as well as rewarding, to be partners."

— **Von Orgill**, *President & CEO, Polynesian Cultural Center*

"Richie is one of the good guys of business. Honest, friendly, intelligent, and I'd have no hesitation in recommending him to anyone in need of his services."

— **Andy Beal**, *Internet Marketing Consultant, MarketingPilgrim.com*

"Richie is a superstar. I give Richie my highest recommendation. If you want to grow your business and make more money, then Richie should be your first choice. He is one of the rarest of talents that I have met in my career, and I have employed over a thousand people in the past twenty years in business. Richie ranks as one of the very best."

— **Dal Zemp**, *Managing Director at Renewable Tech Venture Fund*