



THE HIGHLANDS COMPANY

DON'T WASTE YOUR TALENT: *The 8 Critical Steps To Discovering What You Do Best*

Written by Don Hutcheson and Dr. Bob McDonald, and newly revised
by Lazar Emanuel and Dr. Tom Tavantzis

Study after study reaches the same conclusion – in the US today, it's not who you are but what you are. More and more CEOs are graduating from public universities instead of the Ivy League.

But how do you know what you are? How do you discover your innate talents? How do you decide what job or profession is right for you? How can you improve your skills at communication and motivate other people to follow your lead?

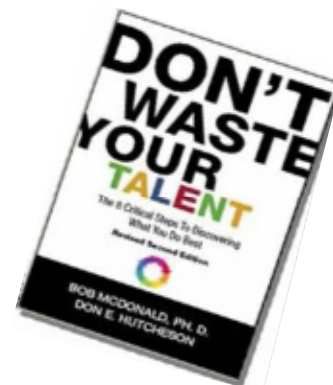
DON'T WASTE YOUR TALENT is the one book that gives you all the answers. This seminal work tells you what your hard-wired talents are and how to make the most of them.

Every one of us is born with the ability to be great at something. The secret lies in identifying that ability and putting it to work for you.

The authors of this powerful book asked hundreds of successful people: what made you successful? Everyone's story was different, but one factor was the same for all – all successful people know where their talents lie, and they create and are guided by a clear personal vision. They know what they are and they know where they're going. They have constructed an accurate and targeted picture of themselves and their talents and of the work that expresses their talents best.

This remarkable book holds the key to your success – identify your natural talents and work where you can use them. Long-term research proves that when people focus on their natural abilities and follow a strategic plan based on a strong personal vision, they experience the profound and lasting benefits of reduced stress, decreased burnout and greater satisfaction.

As the inimitable Peter Drucker has advised us: *Success in the Knowledge Economy comes to those who do two things: identify and articulate their talents, and place themselves in positions to use them.*



Don't Waste Your Talent: The 8 Critical Steps to Discovering What You Do Best

Revised Second Edition
Paperback **\$15.95** plus
\$3.50 shipping and
handling.

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DON'T WASTE YOUR TALENT: *The 8 Critical Steps to Discovering What You Do Best*

You will refer to this book again and again
for insights into your unique self.

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DON'T WASTE YOUR TALENT:

The 8 Critical Steps To Discovering What You Do Best



Every person is born with the talents to be remarkable at something... The secret is to identify those talents and then help people to use them.

DON'T WASTE YOUR TALENT tells you how to pull together the 8 critical factors that combine to make you what you are – your family history, your values, your skills, your interests, your goals, your personality, where you are in your development cycle, and, most of all, your hard-wired talents. The authors call these factors the Eight Personal Vision Factors.

Only you know all the answers you need to find the right fit. They are inside you right now. This book helps you get to them, identify them and make them work for you. At the end of each chapter of the book, the authors have inserted an exercise that helps you uncover your own Personal Vision Factors.

All are parts of one stupendous whole. – Alexander Pope.

Authors

Don Hutcheson was co-founder of the company which is now known as the Highlands Company. In 1980, he formed an advertising agency which became the largest agency in Atlanta. Don then turned to developing a tool that would enable people to identify their abilities and form a Personal Vision leading to personal fulfillment. That tool was the Highlands Ability Battery, gold standard among personal assessment tests.

Bob McDonald, Ph.D. (Univ. of Tennessee). Before starting Highlands, Bob had been in private consulting practice for 18 years, counseling business executives. In 1990, he began a survey of all assessments that claimed to help people make sound career choices. Finally, he became convinced that no assessment tackled the Whole Person or integrated a person's hard-wired abilities into a life-long Personal Vision. **DON'T WASTE YOUR TALENT** describes how Bob found the answers he was looking for in the Highlands Ability Battery and the Eight Personal Vision Factors.

Lazar Emanuel, CEO of the Highlands Company, is a graduate of Harvard Law. In 1989, he became executive VP of Emanuel Publishing Corp. Until 2001, when the company sold its business to Aspen Publishing, the company was the leading publisher of study aids for law students. He is publisher of The New York Professional Responsibility Report, a newsletter for lawyers on the subject of ethics. Lazar has introduced many innovations in abilities assessment, including the first on-line assessment of human abilities (www.abilitybattery.com).

Tom Tavantzis, Ed.D., a licensed psychologist, is Director of Organizational Development and Leadership Programs at Saint Joseph's U. in Philadelphia. He has held several faculty positions at American and Greek universities. He is now consultant to several global companies. Tom received his BA and MA degrees while living in Greece, and his doctorate from SUNYA. As educator, therapist and workshop leader, he is described as "creative, insightful, challenging and supportive." In 2003, he received an award for Adult Teaching Excellence from St. Joseph's.



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