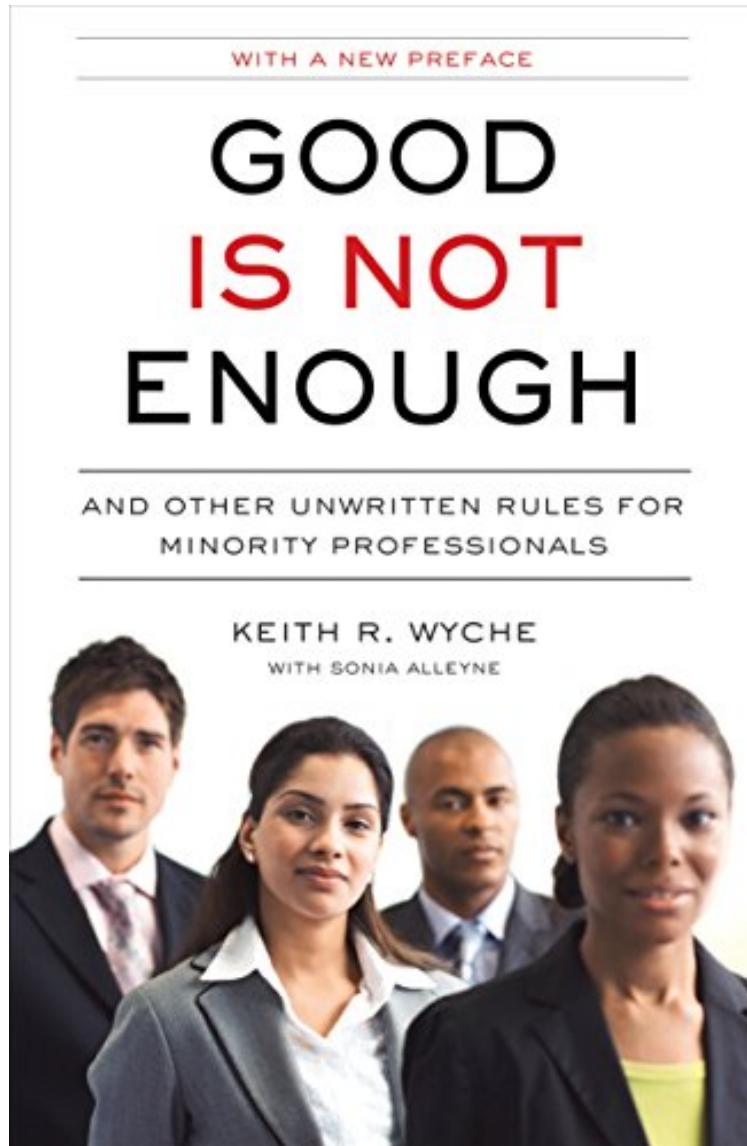


# Good Is Not Enough: And Other Unwritten Rules for Minority Professionals

Keith R. Wyche

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**Keith R. Wyche : Good Is Not Enough: And Other Unwritten Rules for Minority Professionals** before purchasing it in order to gage whether or not it would be worth my time, and all praised Good Is Not Enough: And Other Unwritten Rules for Minority Professionals:

11 of 11 people found the following review helpful. A must read for any business professionalBy Alicia WhiteI recently participated in a professional development workshop where Mr. Wyche was the keynote speaker. He delivered such a compelling and well developed presentation/speech on the topic of career advancement for minority

professionals that I decided to purchase a copy of his book. The book contains a wealth of knowledge and advice that is effectively advanced by personal stories and illustrations offered by Mr. Wyche. For example, Mr. Wyche suggests that professionals should engage in proactive career management practices from the very beginning of their careers. The best practices offered are sensible and practical and can be easily navigated with additional effort and awareness by the individual. For example, Mr. Wyche suggests that professionals should engage in the following: 1) Writing short and long term career goals and revisiting them often in order to ensure timely execution. 2) Being flexible and open to change (e.g. lateral moves, pursuing additional education, volunteering for projects, etc). 3) Verbalizing career goals and aspirations to individuals of influence (e.g. mentors, managers, career coach, etc). 4) Securing and investing in mentoring relationships both within the organization and externally. 5) Creating and maintaining a solid personal and professional brand. What are people saying about you when you are not present? 6) Ensuring that someone of influence is always "wearing your shirt" or advocating for you. While the book is positioned for minority professionals wishing to pursue executive level positions, the coaching tips and content are appropriate and applicable for any minority and non-minority business professional wanting to advance their career. This is a must read!! 0 of 0 people found the following review helpful. Five Stars By Benjamin M. Davis Rosita L Worth buying 1 of 1 people found the following review helpful. excellent read By jgi'm mid-level career changer and wanted to boost my knowlegde so i've picked up quite of few "how to make it in the workplace" type of books and must say this is best by far. the author doesn't come with alot of research but real life situations of how things can go bad or really wrong. this book gives you great resources on how you can take responsibility for your own actions and clues to the unwritten rules of the workplace.

A no-nonsense guide for minorities in business who want to make it to senior management In recent decades, corporate America has gotten better at recruiting minority talent. But despite their education and hard work, too many African Americans, Latinos, and Asian Americans still find unique obstacles on the path to senior management. And there are too few minority mentors available to help them understand and overcome these challenges. Keith R. Wyche, a division president at a Fortune 500 company, is the perfect mentor for ambitious minority businesspeople at all levels. His book is filled with thought-provoking insights and practical advice based on his own experiences and those of the many people he has counseled. He discusses the importance of: Understanding corporate culture and the impact it has on your career; Being visible; because you can't get ahead if nobody knows who you are; Staying current; why minorities must be continuous learners Good Is Not Enough also includes anecdotes from prominent CEOs such as Ken Chenault of American Express, Richard Parsons of Time Warner, and Alwyn Lewis of Kmart.

About the Author Keith R. Wyche is the president of U.S. operations for Pitney Bowes Management Services (a division of Pitney Bowes Inc.) and a twenty-five year veteran of Ameritech, ATT, IBM, and other companies. He is a popular speaker with minority business groups and has been recognized for his achievements by Black Enterprise, Ebony, Crain's Business, and Diversity Inc. magazines.