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Top Ten Tips – Excerpts from the book:

‘Becoming Layoff-Proof: What it Means to be the CEO of Me Inc.’ By Douette O. “DOC’ Cunningham

1. Lifetime Employment

Research data suggests that the 21st century professional must be prepared to handle varying professional responsibilities within different career pursuits over their working lifetime.

2. Entrepreneurial Excellence

The business interests of an entrepreneur come in different flavors and your entrepreneurial edge could be as an Administrator, Tactician, Strategist or Idealist.

3. Positive Cash-flow

The key to maintaining positive cash flow is to establish different pipelines for the exchange of your skills and talents in the marketplace. In return, you will generate multiple streams of income.

4. Maximum Fulfillment

If you can find ways to exercise your calling, express your purpose, employ your passion and put it all together by engaging your dreams, you would have charted a path to ever increasing fulfillment.

5. “Best-in-Class” Performance

Those who are ranked among the best operate with “best-in-class” practices and timeless principles that when applied to all aspects of their personal/professional life produce superior ratings.

6. All-star Status

This comes by way of the recognition you receive for the impact you make. The greater the impact and the greater the number of people impacted, the greater the recognition and the brighter is your “star quality.”

7. Job Training

In order to be more marketable and indispensable, it is important that you take advantage of any and all available professional training. This way you will be improving on your ability and capacity to produce and increasing your chances of being the one people go to for getting the job done.

8. Life-long Learning

The people who can do more to learn on their own and operate with more consciousness will be the ones who will become the cream of the crop.

9. Customer Service

You increase the value of services rendered by increasing the satisfaction of the customer. Moreover, you add a signature to your service by making the customer feel heard or understood.

10. Community Service

You have to give back to your community in order to get back a sense of community. A community is more than just a collection of people. A community is a connection of people.