

The Career Toolkit

Essential Skills for Success That No One Taught You

By Mark A. Herschberg

Drawing on nearly twenty years of teaching at MIT's "career success accelerator" program and a career spanning half a dozen industries, Mark distills the key skills for a twenty-first career into *The Career Toolkit*.

Section one, **Career**, lays out a process for constructing a practical plan. The next chapters describe techniques both in interviews (on both sides of the table) and to excel in the workplace.

Section two, **Leadership and Management**, focuses on the fundamentals of managing and leading, applicable to managers and individual contributors alike. It covers high-performing team, how to foster a learning organization, how to reduce your meetings by making them more effective, and much more. Unlike typical management books, these tools apply no matter what approach your organization uses.

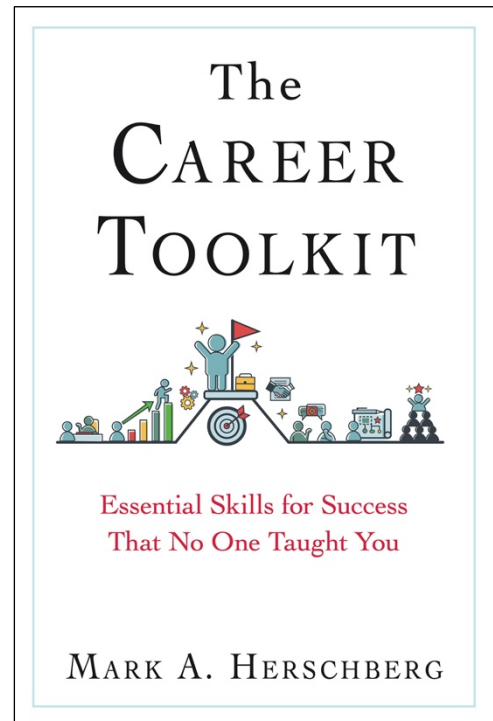
Section three, **Interpersonal Dynamics**, covers how to successfully negotiate, to efficiently build your network, and to communicate effectively with people from any background. A final chapter on ethics in the workplace provides guidance through common challenges every employee is sure to face at some point.

Chapter synopsis and table of contents:

<https://www.thecareertoolkitbook.com/synopsis>

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**The Career Toolkit:
Essential Skills for Success
That No One Taught You**
By Mark A. Herschberg

Jacketed Hardcover, 6x9
On-Sale September 8th, 2020
ISBN: 978-0-9601007-4-3
\$28.95 US





Mark A. Herschberg

From tracking criminals and terrorists on the dark web to creating marketplaces and new authentication systems, Mark has spent his career launching and developing new ventures at startups and Fortune 500s and in academia. He helped to start the Undergraduate Practice Opportunities Program, dubbed MIT's "career success accelerator," where he teaches annually. At MIT, he received a B.S. in physics, a B.S. in electrical engineering & computer science, and a M.Eng. in electrical engineering & computer science, focusing on cryptography. At Harvard Business School, Mark helped create a platform used to teach finance at prominent business schools. He also works with many non-profits, including Techie Youth and Plant A Million Corals. He was one of the top-ranked ballroom dancers in the country and now lives in New York City, where he is known for his social gatherings, including his annual Halloween party, as well as his diverse cufflink collection.



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A conversation with Mark A. Herschberg:

Q. What inspired you to write *The Career Toolkit*?

A. When I first started hiring people I noticed candidates could answer the mechanical questions about their specific discipline—tools, processes, approaches—but when it came to the why, or how they created value, or how to even work with others, I received blank stares. Around the same time, I got connected to MIT to help launch a class on these skills. After twenty years of teaching undergrads and mentoring professionals, I wanted to help a broader audience.

Q. Why isn't this taught?

A. Secondary education focuses on broad skills like reading comprehension, math, and civics. College degrees requirements include discipline related classes as well as some general classes for broad exposure to different topics. Unless students take a class explicitly about negotiations or leadership, they are unlikely to ever have any formal training on these topics.

Q. What do you hope is the biggest takeaway from the book?

A. There are two related points. The first is that investing even a few hours improving in these skills generally has a much better ROI than the marginal return of spending that time go deeper in your discipline. Second, these skills are readily accessible. In just a handful of hours, you can begin to head down a path that will yield outsized returns in your career.

Q. Why did you make an app and how does it relate to the book?

A. My goal with the book is to help people improve their professional efficacy. If people buy the book, read it, and forget it months later, it doesn't help them. I wanted to find a way to make the book more powerful but while requiring little effort on the part of the user. My research showed spaced repetition is one of the most effective ways to learn, so we put the content in an app to help people retain the lessons in the book.

Q. What is something readers would be surprised to learn about you?

Growing up I would have been right at home with the guys from *The Big Bang Theory*. Once I recognized that my lack of these skills was an impediment, I set out to understand and consequently develop them in myself.

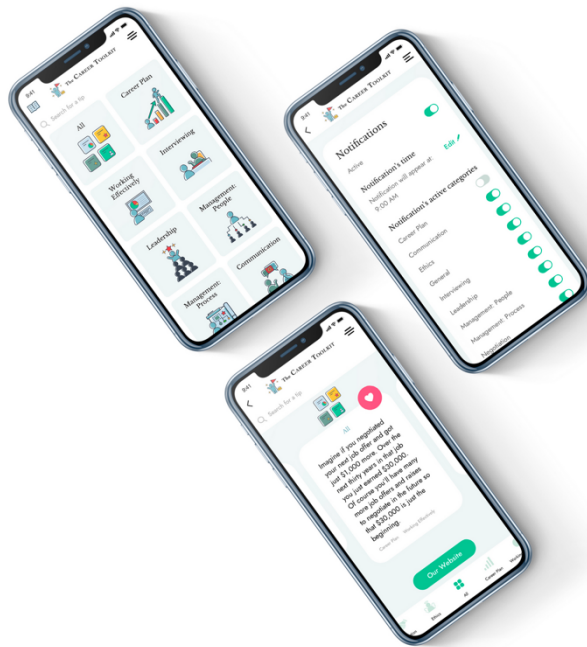


The Career Toolkit App

All too often with business books the reader gets overwhelmed with ideas, most of which are forgotten within a few days of finishing the book. The free companion app reinforced the key ideas by allowing the reader to be passively reminded of the techniques. Alternatively, the user can open the app and browse or search tips.

The category tags and favorites allow the user to focus on specific tips. This is useful to limit tips to the chapter being read or before an activity like an interview or networking event when a user wants to brush up on a specific area.

The app is completely free, built with the Memorabit platform.





Praise for *The Career Toolkit*:

“A must-read handbook for the twenty-first century professional. Every chapter is packed with pragmatic tools and approaches to accelerate your career.”

—Oliva Fox Cabane, bestselling Author of *The Charisma Myth*

“For the past 20 years I have witnessed Mark helping people take control of their careers and finding success and happiness along the way. He speaks the truth using logic, data, and compassion. I am thrilled that Mark finally wrote his wisdom down so that even more people can benefit. Now, more than ever, we need *The Career Toolkit*.”

—Chris Resto, Co-author of *Recruit or Die: How Any Business Can Beat the Big Guys in the War for Young Talent*, Founder & CEO, Blueprint Talent Group

“From negotiation to ethics, Mark provides a great how-to guide for navigating career milestones.”

—Jen Pinson, Chief Operations Officer, Business and General Aviation, GE Aviation