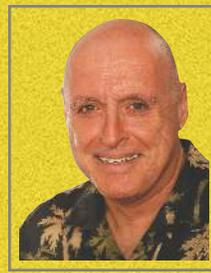


# THE EXTRA POINT

BY JERRY ROBERTS



## # 750 Have You Ever Been a “Flop” in Your Career?

Have you ever run into a rough, less than normally productive time in your career? What was going through your mind? Let's talk about this, next, on The Extra Point.

Down times. Unproductive times. Times that don't live up to the potential we thought we had, based upon the results we had been getting. How should we feel about times like that?

We regularly see people in the public eye go through down times. Athletes in every sport go through periods when they don't produce the results they're used to, and expect. Pitchers can't get batters out in key situations. Batters who were among the best in the game, find themselves mediocre the next season. Quarterbacks are inaccurate in their passes, basketball players find it tough to hit those three-point shots, and on it goes.

Singers who've enjoyed great success with songs at the top of the charts, go years without getting there again. Actors who earned both critical acclaim and financial success in TV and films, have a series of failures, and all of a sudden their phone stops ringing.

One such person is Cher. She had a long string of success working with husband Sonny Bono, both in records and a TV variety show. When their creative partnership ended, and before Cher got a career restart in the movies, there was a period when nothing she did lived up to her reputation and previous successes. She was still a celebrity, but she wasn't doing good work.

Here's the thing. Cher did two things. First, she never gave up. She kept trying. She kept throwing stuff against the wall to see if anything would stick, but it didn't. Second, she owned it. She acknowledged that she had hit a dry streak. While she was a big draw in

Las Vegas for her act, she had a tough time creatively for about eight years, when she was what you would call a flop. Eight years is at least two “eternities” for singers. Finally, in 1983, she parlayed work on Broadway and film into lighting another fire under her career and stardom.

Maybe you've seen some rough patches in your career. I know I have. When I moved to California in the 1980s, I worked at a radio network and then, frankly, wanted something else. I tried Corporate America with a small national company, then a larger one. Neither was a good fit.

I then landed a short-term position working and traveling with a trade show. I'd always had fun at those shows, and now got to see them from the inside. I learned enough that when I returned to Guam, I got into that business and produced over 20 major events in the 1990s.

Also, while in California, during what I would say was a down period, I spent a couple of years with a film industry publication, learning the world of print I knew nothing about. When I came back home, I started a magazine called Directions that ran for 15 years and led the business publications' category.

So, yes, I would categorize my six-plus years in California as less productive than my earlier radio years, maybe a flop of sorts, but the last half of that time period was doing work that I found interesting, though I had no idea I would one day pursue it here in Guam.

If you're now in one of those career lulls, where you seem to be going nowhere and you're not sure where you're headed, my best advice is to own it and decide to use the time to expand your horizons.

(Con't.)

Maybe add a skill or two that fits in with what you're now doing, something you can use in the future. Or, go for something totally different from what you've done and what you're known for, like I did.

Even if you don't end up transitioning to a new field, it might be a great way to keep yourself motivated, while Guam's economy starts to rebuild.

In any case, understand that almost nobody has a career that rockets upward continuously from start to finish. Most of us hit those dry and tough times. The key is to have the right attitude about it, make the most of it, and leverage it to the better times ahead.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: [guamtraining.com](http://guamtraining.com)

