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## Outsiders on the Inside: How to Create a Winning Career...Even When You Don't Fit In!

*David Couper*

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HOW TO CREATE A WINNING CAREER...  
EVEN WHEN YOU DON'T FIT IN!

# OUTSIDERS ON THE INSIDE

DAVID COUPER

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**David Couper : Outsiders on the Inside: How to Create a Winning Career...Even When You Don't Fit In!**

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Outsiders on the Inside: How to Create a Winning Career...Even When You Don't Fit In!:

0 of 0 people found the following review helpful. Great message, Lacks focus By Abner Rosenweig This is a great idea for a book. Unfortunately the middle section (chapters 5-9) loses its outsider focus and degenerates into a general employment book, replete with platitudes and cliches. At its heart, the book encourages people to turn themselves

inside-out by embracing their individuality and giving others access to their unique gifts. By being true to yourself, the author suggests, you can live up to your fullest potential, provide the greatest value to society, and have fun at the same time. This is a noble sentiment; I only wish the book were more focused on its worthy message. 0 of 0 people found the following review helpful. This book clearly fits those who don't. By Stuart Rosen Ever since I was young, I hung out with the 'misfits' or 'stragglers' as my mother used to call them (guess she didn't realize I was one of them)... so I totally 'get' what David Couper is saying with "Outsiders on the Inside." Having been on the inside myself, I often counsel other outsiders and am constantly met with the "I don't fit in" or "I'll never get ahead because..." mentality. Now that I can just hand them a copy of David's book, that saves me hours of explanation! What I really like about "Outsiders" is that it's not just some counseling book full of theories. David has lived this, and his personal stories makes this far more 'real' than a psychological text book. It's a practical guide for anyone who wants to be proud of themselves for their uniqueness, instead of ashamed. 0 of 0 people found the following review helpful. Thumbs Up/Must read advice for the unconventional job seeker By Dee McKinsey This book is a practical must read for anyone looking for a job in these challenged economic times. What you think you might know about searching, you might not know at all, and might be wasting your time and energy. As someone who has always walked to a different drummer it is hard to understand a company "culture" from the outside, even if you are already inside! This book is a validation to all of us who are not linear, but must operate in that world. An easy fast read, with key advice for the job seeker. I would highly recommend this book to anyone, and have.

Does your gender, ethnicity, sexual orientation, accent, mannerisms, quirky clothing, piercing, or outlook on life make you feel like a fish out of water in your workplace, from the moment your workday begins until you leave at the end of the day? Find out how to capitalize on your differences and become a successful outsider on the inside. Outsiders on the Inside provides specific guidance and simple but effective strategies to help outsiders recharge their careers. You will learn: Crucial marketing strategies to help match your unique professional qualities with employers and customers. A painless, stepbystep process for meeting new people. Unique strategies for resumes, cover letters, and other jobhunting tools. Coping strategies to confront and educate critics.

"A must read for anyone who has ever felt like a square peg in a round hole."--Ann Johnson, Director, Management Development, Mattel, Inc. "David's keen insight and penetrating questions enable him to uncover how your innermost feelings (about) being an outsider can reveal unique opportunities for accelerated success."--Gena Downey, Director, Music Research and Administration, Walt Disney Motion Picture Productions "From one of California's premier executive coaches comes a revolutionary new concept in gaining and sustaining career success."--Debbie Glick, professor, California State University "I am excited to see a work that shows the average job hunter his full value in the workplace."--Cindra Syverson, VP/chief human resources officer, Providence Health Services "Couper shares many of his powerful techniques and tools for Career Development that up until now he has only used with his clients. Outsiders on the Inside will help those career changers and job hunters who feel at a loss to get that dream job."--David Riklan, founder of SelfGrowth.com About the Author David Couper is the author of seven books and an award-winning career trainer and coach in the U.S., Europe, and Asia. He has helped outsiders become happy and successful insiders at Fortune 100 companies, fast-food joints, and faith-based organizations. Couper has a B.A. in communication, completed a postgraduate diploma in education and graduated with a master in spiritual psychology. Couper is an official guide for Career Change on selfgrowth.com, which gets more than 1 million hits per month. He is also a member of the American Society of Training and Development and Society of Human Resources Professionals. He lives in Los Angeles and can be visited online at [www.davidcoupercoach.com](http://www.davidcoupercoach.com).