
Book Reviews / Comptes rendus

Hopson, Barrie & Scally, Mike. (1993). *Build Your Own Rainbow: A Workbook for Career and Life Management*. San Diego, CA: Pfeiffer & Company. 289+ pp.

Reviewed by: Fay Wiesenber, University of Calgary.

This workbook is a systematic program that takes the reader through a career decision-making process, starting with a short introduction to “the” six basic questions of career and life management: (1) who am I? (work values, interests, transferable skills, geographic location, life role balance), (2) where am I now? (stage of life, career pattern), (3) how satisfied am I? (life roles and current job), (4) what changes do I want? (decision-making), (5) how do I make changes happen? (action plan) and (6) what if my plan doesn’t work out? (coping with disappointment). The book’s stated goal is to “enable” the reader to develop these seven critical skills: know yourself, learn from experience, research, set objectives and make action plans, make decisions, look after yourself, and communicate. It promises the reader that following the process outlined will help them find the answers to what they want to do with their career and life (all in approximately 48 hours . . .).

I liked the fact that the book provides a discussion and exercises on three components not commonly found in other workbooks of this type, “career patterns” (based on Driver’s hierarchical model of patterns within organizational contexts—horizontal, steady, vertical and cyclical), “dual career planning,” and “what others think” (i.e., getting an outside perspective on yourself). The discussion of entrepreneurship, while based on a more limited “starting your own business” concept instead of the more current “becoming your own company” concept (Senge, 1990; Bridges, 1994), is also a valuable aspect of the book.

Overall, the workbook contains some very good exercises and discussions. I would also have liked, however, a more in-depth discussion of some of the central concepts upon which a number of exercises are based (e.g., Maslow’s hierarchy of needs is introduced but not explained; while it was explained in the earlier 1984 U.K. version). I also found the lack of references to further sources of information within the text rather disconcerting; self-directed workbooks need to be liberally and relevantly referenced within the text itself in order to truly enable self-directedness by the reader.

The book is well laid out with lots of charts and conceptually relevant diagrams. It uses a number of visual analogies commonly associated with career planning (rainbows, hot-air balloons, clouds, kites) to reach the more visual learner, contains little jargon and appears to be written at about a grade eight reading level. The learning contract format (the reader signs a learning contract at the beginning of the book, which is re-visited in the middle and at the end) is a solid educational practice that has been demonstrated to increase the probability of completion of self-directed learning

projects. Another nice motivational prompt is the use of short quotes from well-known “gurus” such as Figler, Shaw and Sheehy.

There are two previous versions of this workbook and a 1984 print version of the same name written for a U.K. audience, and a computer software program called Career Builder2, designed as an organizational development tool originally developed at least 15 years ago. In a pilot study of this software, students in the Faculty of Continuing Education, at the University of Calgary loved it. There is virtually no difference between the 1984 workbook and this 1993 Americanized version with the exception of some unfortunate deletions of 1984 content.

The closest existing other book of similar content is Richard Bolle’s *What Colour is Your Parachute?* This book has the advantage of being developed some twenty-odd years ago in North America and the reputation of being the job search “bible” of North America. Bolle’s book deals with many of the same career planning components more thoroughly than do Hopson and Scally, and in a tone more oriented towards an adult audience of mid-career changers. Hopson and Scally’s definition of “career” (“the pattern of jobs that you have had, have now or hope to have”) is somewhat narrower than that commonly used in North America today, which may present a problem for some career development professionals who wish to use this with their clients.

There is a mixed message about the intended readership. In its introductory level discussion of the career decision-making process, this self-directed workbook appears to be intended for the novice career decision-maker. On the other hand, the exercises clearly acknowledge previous career experiences and multiple life roles of the reader. I would use these two books with different clients; *Build Your Own Rainbow* for less sophisticated/self-directed clients who may be new at career planning, and *What Colour is Your Parachute?* for highly sophisticated/self-directed clients who are already familiar with the career decision-making process.

Zunker, Vernon G. (1994). *Career Counselling: Applied Concepts of Life Planning*. (4th ed.). Pacific Grove, CA: Brooks/Cole Publishing.

Reviewed by: Faye Wiesenbergh, University of Calgary.

This textbook clearly focuses on the application of career counselling theory and techniques within educational settings and covers a broad range of topics related to career counselling. Although never explicitly stating this target audience, the “Supplementary Learning Exercises” at the end of each chapter are most suitable for senior undergraduate university students in a school guidance program.

The first edition of this textbook was written to “point out the relevance and pervasive nature of career guidance” (preface). This fourth edition claims to have revised/updated every chapter and added two new chapters which describe a career assessment interviewing procedure, and provide