

Features of This Book	xi
Acknowledgments	xiii
About the Authors	xv

PART I Career Success 1

1 Understanding Motivation 3

Learning Objectives	3
What Do I Want from College?	4
What Is the Value of a College Education?	4
Choosing a Major and Career	6
How to Be Motivated	6
Your Mindset Makes a Difference	6
Grit: A Powerful Tool for Student Success	8
Thinking Positively about the Future	10
Find Something Interesting in Your Studies	12
Avoid Multi-Tasking	13
Intrinsic or Extrinsic Motivation	14
Locus of Control	14
Other Ways to Improve Motivation	16
Success Is a Habit	18
Eight Steps to Change a Habit	18
Keys to Success: Persistence	20
Notes	22
Exercises	23

2 Exploring Your Personality and Major 37

Learning Objectives	37
Choose a Major That Matches Your Gifts and Talents	38
Understanding Personality Types	38
Extraversion or Introversion	39
Sensing or Intuition	42
Thinking or Feeling	44
Judging or Perceiving	46

Personality and Career Choice	50
Personality and Preferred Work Environment	50
Personality and Decision Making	52
Personality and Time Management	52
Personality and Learning Strategies	53
Understanding Your Professor's Personality	54
Other Factors in Choosing a Major	55
Keys to Success: Find Your Passion	59
Notes	60
Exercises	61

3 Exploring Multiple Intelligences, Interests, and Values 65

Learning Objectives	65
Exploring Multiple Intelligences	66
Build on Your Strengths	72
Using Emotional Intelligence in Your Personal Life and Career	74
Exploring Your Interests	77
Realistic	77
Investigative	77
Artistic	77
Social	77
Enterprising	78
Conventional	78
Interests and Lifestyle	80
Using Values to Make Important Life Decisions	81
Making Good Decisions	83
Steps in Making a Career Decision	83
Making a Planful Decision	84
Keys to Success: Act on Your Values	85
Notes	87
Exercises	89

4 Planning Your Career and Education 97

Learning Objectives	97
Work Skills for the Twenty-First Century	98

Career Trends 2019–2029	98	Technology and Time Management	133
Working from Home	99	Suggestions for Dealing with	Technology Addiction
Flexibility	99	133	
Diversity at Work	99	How to Estimate Study and Work	
Preference for Soft Skills	99	Time	134
Green Jobs	100	Schedule Your Success	135
Finance and Business	100	What Is Your Chronotype?	135
Entrepreneurship and Small		Using a Schedule	136
Business	100	If You Dislike Schedules	137
Higher Earnings in STEM		Manage Your Time with a Web	
Occupations	100	Application	138
Increased Need for Education	101	Time Management Tricks	138
Increasing Opportunities in Healthcare,		Divide and Conquer	139
Social Service, Computer, and		Do the First Small Step	139
Mathematical Occupations	101	The 80/20 Rule	139
Technological Advancement	102	Aim for Excellence, Not	
Declining Careers in Manufacturing,		Perfection	140
Retail Trade, Sales, and		Make Learning Fun by Finding a	
Administrative Support	102	Reward	140
How to Research Your Career	103	Take a Break	140
Career Descriptions	103	Learn to Say No Sometimes	141
Career Outlook	104	Dealing with Time Bandits	141
Planning Your Education	104	Dealing with Procrastination	142
Finding Employment	105	Why Do We Procrastinate?	142
Get Started with a Resume and Cover		Tips for Dealing with	
Letter	105	Procrastination	144
Establishing Your Personal Brand		Managing Your Money	145
Online	107	Budgeting: The Key to Money	
Using Online Tools	109	Management	146
The Job Interview	110	Need More Money?	147
Keys to Success: Life Is a Dangerous		The Best Ideas for Becoming Financially	
Opportunity	114	Secure	149
Notes	115	Tips for Managing Your Money	149
Exercises	117	Keys to Success: Do What Is Important	
		First	150
		Notes	151
		Exercises	153

PART II College Success 125

5 Managing Time and Money 127

Learning Objectives	127
What Are My Lifetime Goals?	128
A Goal or a Fantasy?	129
The ABCs of Time Management	131

6 Using Brain Science to Improve Memory 165

Learning Objectives	165
Improving Your Memory	166

Memory: Short Term Versus Long Term	166		
Forgetting	166		
Minimizing Forgetting	167		
Practical Memory Techniques Based on Brain Science	169		
Think Positively about Learning	169		
Develop an Interest	169		
See the Big Picture First	170		
Meaningful Organization	170		
The Magical Number 7 Theory	170		
Visualization	170		
Intend to Remember	171		
Elaboration	172		
Distribute the Practice	172		
Create a Basic Background	173		
Stress and Emotions	173		
Using Mnemonics and Other Memory Tricks	174		
Acrostics	174		
Acronyms	175		
Peg Systems	175		
Loci Systems	176		
Visual Clues	176		
Say It Aloud	176		
Have a Routine	176		
Write It Down	176		
Remembering Names	177		
Optimize Your Brain Power	178		
Stress, Relaxation, and Learning	179		
What Is Stress?	180		
Relax While Studying	180		
Practice Stress-Reducing Thoughts	180		
Using Mindfulness to Relax	181		
Other Relaxation Techniques	182		
Keys to Success: Positive Thinking	183		
Notes	184		
Exercises	187		
		7	Using Brain Science to Improve Study Skills 191
			Learning Objectives 191
			Neuroscience and Practical Learning Strategies 192
			Visual Learning Strategies 192
			Audio Learning Strategies 193
			Tactile Learning Techniques 194
			Kinesthetic Learning Strategies 194
			Olfactory Learning Strategies 194
			Gustatory Learning Strategies 194
			Applying Memory Strategies to Reading 195
			A Study System for Reading a College Textbook: SQ4R 195
			Reading Strategies for Different Subjects 199
			Improving Reading Concentration 200
			Guidelines for Marking Your Textbook 202
			Tips for Online Learners 204
			Advantages of Online Learning 204
			Challenges of Online Learning 204
			Balance Freedom with Responsibility 204
			Establish a Personal Schedule 205
			Minimize Distractions 205
			Read the Syllabus 205
			Online Learning and Memory 205
			Review Tools 205
			Online Assessment 205
			Expect More Writing 206
			How to Be Successful in Your Math Courses 206
			A Student Perspective: How to Be Successful in Math 209
			Keys to Success: Create Your Success 211
			Notes 213
			Exercises 215

8 Taking Notes, Writing, and Speaking 219

- Learning Objectives 219
- Why Take Notes? 220
- The College Lecture 221
- How to Be a Good Listener 221
- Handwritten Notes and Memory 222
- Tips for Good Note Taking 222
- Note-Taking Systems 224
 - The Cornell Format 224
 - The Outline Method 225
 - The Mind Map 226
 - Taking Notes in Math 228
- Improving Note-Taking Efficiency 229
 - Telegraphic Sentences 229
 - Signal Words 229
- How to Review Your Notes 231
- Power Writing 232
 - Prepare 233
 - Organize 235
 - Write 236
 - Writer's Block 237
 - Edit and Revise 238
 - Final Steps 240
- Effective Public Speaking 240
 - Learn to Relax 241
 - Preparing and Delivering Your Speech 241
- Keys to Success: Be Selective 244
- Notes 245
- Exercises 247

9 Test Taking 251

- Learning Objectives 251
- Preparing for Tests 252
 - Attend Every Class 252
 - Distribute the Practice 252
 - Schedule a Time and a Place for Studying 253
 - Test Review Tools 254

- Reviewing Effectively 254
- Predicting Test Questions 256
- Preparing for an Open-Book Test 256
- Emergency Procedures 256
- Ideas That Don't Work 258
- Dealing with Test Anxiety 261
- Dealing with Math Anxiety 263
 - Math Tests 264
- Taking Tests 265
 - True-False Tests 265
 - Multiple-Choice Tests 267
 - Matching Tests 272
 - Sentence-Completion or Fill-in-the-Blank Tests 273
 - Essay Tests 274
 - What to Do When Your Test Is Returned 276
- Keys to Success: Be Prepared 277
- Notes 278
- Exercises 279

PART III Lifelong Success 283

10 Communication and Relationships 285

- Learning Objectives 285
- Understanding Your Personal Communication Style 286
- Communication for Success 290
 - Problems in Communication 290
 - How to Be a Good Listener 291
 - Helpful Communication in a Crisis Situation 293
- The Language of Responsibility 295
 - "I" and "You" Statements 295
 - Words Are Powerful 296
 - Negative Self-Talk 297
- Barriers to Effective Communication 299
- Dealing with Conflict 300
- Friendships 302
- Roommates 303

Relationships	304	Social Inequality, Income, and Wealth	340
Relationships between Men and Women	304	Bias, Stereotypes, and Prejudice	341
How to Survive the Loss of a Relationship	306	Vocabulary for Understanding Diversity	342
Keys to Success: Failure Is an Opportunity for Learning	307	Social Issues	344
Notes	308	Equality for Women	344
Exercises	309	Black Lives Matter	346
		Native Americans and Christopher Columbus	348
11 Thinking Critically and Creatively	311	The Southwest Border and Immigration	350
Learning Objectives	311	LGBTQ+	352
Critical Thinking	312	Keys to Success: Diversity Is Valuable and People Are Important	356
Fallacies in Reasoning	312	Notes	358
Critical Thinking and the Scientific Method	317	Exercises	361
Cognitive Biases	319		
How to Become a Critical Thinker	320	13 Thinking Positively about the Future	365
The Critical Thinking Process	320	Learning Objectives	365
Tips for Critical Thinking	320	Thinking Positively about Your Career	366
Critical Thinking over the Internet	321	Optimism, Hope, and Future-Mindedness	366
How to Recognize a Scam	322	Believe in Yourself	367
Critical Thinking and Moral Reasoning	323	The Self-Fulfilling Prophecy	367
What Is Creativity?	326	Positive Self-Talk and Affirmations	368
The Three S's of Creativity: Sensitivity, Synergy, and Serendipity	326	Visualize Your Success	370
Creative Thinking Techniques	327	Successful Beliefs	370
Acquiring Wisdom and Knowledge	329	Secrets to Happiness	372
Keys to Success: Learn to Laugh at Life	330	Making Positive Changes in Your Life	377
Notes	332	Keys to Success: You Are What You Think	379
Exercises	333	Notes	380
		Exercises	381
12 Diversity and Current Social Issues	337	Glossary	391
Learning Objectives	337	Index	401
Degrees of Privilege	338		