Auckland Branch
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### CDANZ Book Review

**Author(s)**: Susan Basalla and Maggie Debelius

**Title**: “So What Are You Going to Do with That?”


**Date**: 2001, 2007, 2015

**Publisher**: The University of Chicago press, Chicago 60637

**Country**: United States of America

**RRP**: $22.00 (Book Depository)

**Stockists**: As above

**Ordering Information**

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**Reviewer**: Kaye Avery, FMCDANZ

**Overview**: “So what are you going to do with that?” is a straightforward, insightful and accessible book that addresses the complexities of being a PhD graduate or an academic who is looking to utilise their qualifications and expertise outside of academia.

Many people for whom this book is written may not have previously accessed career counselling services simply because the issues and career prospects for PhDs have only recently changed from certain employment in academic settings to no certainty at all. With a proliferation of PhD graduates the attainment of a PhD no longer offers a certain pathway to career success.

It is a book for both the practitioner and the client.

**Key ideas**: Rethinking life after obtaining a PhD; re-busting the myths about post-academic careers; making good use of skilled career counsellor/coaches and offering the practical aspects such as writing a commercial CV and translating experience into stories that demonstrate the ability to add value.

**Content**: This is the third and revised edition of a very successful book with topics ranging from what career counselling offers, to identifying transferable skills, to discussing interview techniques. It explores the changing context of academia and the relevance of high level qualifications in the commercial world. It confidently embraces the deep emotional sense of the ‘lost-ness’ that happens to people who have invested years of study to find themselves “unemployable” or at a loss as to where they can apply their intelligence and learning.

**Activities**: There are many case studies of people who, with the help of their counsellor/coach, were able to shift from a sense of hopelessness to having greater hope and an ability to draw the links between adding value in an academic environment to positioning their value for a commercial role.

**Final Comments**: This is a book that career practitioners could recommend to PhD graduates or doctorate clients. It’s an extremely useful book for any practitioner as it helps to get inside the “issues” of clients who are highly qualified yet for whom applying for roles in the commercial work is like stepping into the vast unknown – a daunting prospect. These are people who are not able to find a place in academia; those who have been restructured out of academia or those wishing to move into a commercial environment within which they might apply their study/expertise.

What I liked about this book is that it normalises this kind of situation. More importantly, in a world where academic careers are diminishing, it empowers the reader to move toward a life/identity different to that envisaged when undertaking their study to one that could also offer fulfilment and choice.
Episode 3 explores the question that is as familiar to me as my own face: So What are you going to do with that? In this episode, I discuss what career options are available to someone brave (i.e. crazy) enough to pursue a degree in art history and take a certain Aunt Carol to task. Show more. Seems a little quiet over here. Be the first to comment on this track. Related tracks. View all.