

Our Newest Team Member Reviews Your Career, Your Way!

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Remember [Chelsea, our summer intern](#)? Well, we're excited to officially welcome her to our team! To help Chelsea get on track for a successful career in PR, we shared one of our favorite professional development books – *Your Career, Your Way*, written by our awesome (and incredibly smart!) client, [Lisa Quast](#). See Chelsea's review of the book below.



As a recent college graduate searching for a job, I found myself asking, "What will make me stand out among other public relations graduates?" Being a small fish in a big sea can be terrifying, but after reading *Your Career, Your Way* I feel much more confident. I learned a lot of valuable information from this book, which is such an easy read I finished it in one sitting.

Your Career, Your Way starts with Lisa Quast telling the reader to "treat yourself like a product." This was strange to read at first, but it's honestly the best, most simple advice a graduate could hear. Lisa explains that just like products we have specific assets and qualities that set us apart from others, and that we are always changing and improving our weaknesses (we hope). The book goes on to tell the story of two women: One who is re-entering the workforce, and one who wants to climb the corporate ladder within the company she already works for. These two perspectives help the reader relate, and by doing this, Lisa urges the reader to see how beneficial outlining a plan can be.

I love that *Your Career, Your Way* is separated into ten easy-to-follow steps. After being weighed down during college with thick textbooks full of jargon, it's nice to have a book that tells it like it is. Every step also comes with worksheets, which is extremely helpful if you're a visual person like me.

Lisa's book helped me easily assess where I'm at in my career and how I could change my current situation. By the end of the book, I had outlined specific goals, steps to achieve those goals, a list of my personal strengths and weaknesses and an analysis of my competition. Having all of these attributes in mind is extremely beneficial – especially once you start thinking about yourself as a product to sell in the workforce.

I strongly recommend *Your Career, Your Way* to anyone who has recently graduated or to someone who wants to make a career change. With this book, I realized finding your dream job can happen, but not without the correct planning. Lisa said it perfectly in the first chapter, "You are a competitive product. Be assertive as you market yourself against your competitors. Be willing to stretch yourself by taking calculated risks."

