

Packaging Yourself For Success

by Work Her Way Expert Contributor Lisa Quast

Feel like a cork bobbing in a stream and going wherever the current takes you? Want to take control of your career and steer yourself to destinations of your choice, but don't know how?

The quickest way to take control of your career is to use the same strategic planning steps that businesses do when positioning themselves competitively. How? Treat your career as a business and yourself as the competitive product.

Many people find themselves working day-to-day in a business environment and using only a fraction of their

capabilities. Others are working hard and waiting for someone to recognize their great work. The popular notion that you graduate from college, join a company, go with the flow and hope that somebody, some day, recognizes your skills, abilities, and potential is false. No one is going to pluck you from the masses and help you rise to business stardom, unless you make the first move.

The following steps will prepare you to do just this by establishing the framework for creating your own personal strategic plan. These steps are specifically designed to help you sell yourself (your product) and to achieve your career goals and professional aspirations. [Read More...](#)

Work Her Way, brought to you by Carolyn Kepcher and her team of experts and columnists, is a digital platform with many dimensions. It will continue to grow along with our mission to serve and connect women in the workforce, through a trusted voice and place customized especially for them. Content and community connectivity will empower working women with career and financial advice, as well as guidance on relationships, family, style, beauty, health; anything that impacts a woman's lifestyle in today's busy world. It is straight-up career content across specific themes, continually updated and supported with social media tools. WHW will be the first-ever cross-platform place for women in the workforce with such a pure and resonant career focus.

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