



Lisa Quast Press Kit

Lisa Quast is a career coach, mentor and the founder and president of Career Woman Inc., a Seattle-based international career development consulting company dedicated to helping women achieve career success. She's an accomplished speaker and career coach, inspiring audiences with her charismatic approach, actionable recommendations and proven methodology.

The author of the book "Your Career, Your Way! Personal Strategies to Achieve Your Career Aspirations," published in January 2007, Lisa maintains a career blog at her website www.careerwomaninc.com and is a frequent contributor of articles to a variety of publications and online resources, including *MoneyWise Women*, *HR*

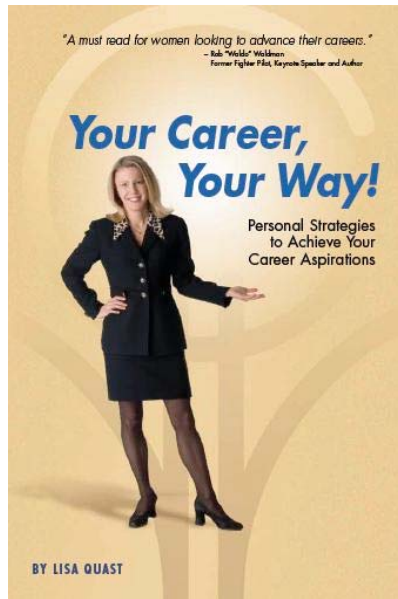
Now, and *Working Woman*, and has been quoted in related articles for *The Wall Street Journal*, eHow and others.

Lisa has served as a Fortune 500 company executive, and has garnered much praise including being the youngest winner of the President's Award at Toshiba America Medical Systems, the first female Service Director at Medtronic Physio-Control, and the first female Service Vice President and Executive Vice President of Strategy Planning at Philips Healthcare. Lisa was also honored by the Puget Sound Business Journal as one of the "Top 40 Under 40" business leaders in the greater Seattle area in 2005.

Throughout her career, Lisa has dedicated much of her time to mentoring other women and helping them realize their career potential. She has donated hundreds of volunteer hours to Dress for Success and other organizations that help women in the workplace.

Lisa lives in Issaquah, Washington with her husband and enjoys cooking theme dinners with her daughters, gardening and traveling with her husband, learning about other cultures, writing, reading, and engaging in sports of all kinds - especially running, hiking, biking, and weightlifting.

Booking and Media Inquiries:
Jennifer Ritchie, REVOLUTION PR for Career Woman, Inc.
jennifer@revolutionpr.com
206.932.2454



About *Your Career, Your Way*

"Your Career, Your Way is an essential career roadmap that provides a realistic, practical approach to help you navigate to your next position. This book is a wonderful antidote to the old saying, 'If you don't know where you're going, you'll probably end up someplace else'. Lisa provides an easy-to-follow journal for those who want to begin the journey or change direction."

— Louise A. Kapustka
Director, Executive MBA Program,
University of Washington Business School

Why do so many women say they haven't achieved their career dreams yet? Because achieving success requires more than luck, more than hard work – it

requires a plan. ***Your Career, Your Way*** offers the roadmap to women's dreams by guiding them through the creation and implementation of a personal strategic plan using easy-to-follow, step-by-step instructions.

Your Career, Your Way targets all women who don't want to trust their job satisfaction and career advancement to luck or fate. It is for women who want to take control of their career and achieve their aspirations.

The book is not just filled with career advice. It offers a roadmap to success by guiding readers through the creation and implementation of a personal strategic plan. Readers experience the process by following two fictional characters as they complete the exercises and create their one-page strategic plans. The book contains all of the templates as well as motivational quotes to inspire the reader to achieve their career aspirations in the shortest amount of time and most efficient manner possible. It's meant to be used by individual women as a workbook and also as the foundation for companies with female mentoring programs - both mentors and mentees read the book, the mentees complete the exercises and these are then used as the basis for the mentoring discussions.

Available at Amazon.com and BarnesandNoble.com
ISBN: 978-1-59594-042-1

"Your Career, Your Way! should be the reference guide for all women who want to advance in their careers!"

— Al Patey
President, Paradigm Training



About Career Woman, Inc.

Career Woman, Inc. is a Seattle-based international consulting company dedicated to the advancement of women in business and the achievement of women's personal and professional aspirations. We provide the following services:

We work with **companies** to:

- ✓ Coach individual top female talent
- ✓ Establish women's networks and mentoring programs
- ✓ Evaluate existing female talent
- ✓ Create a strategic plan for growing female talent including: Assessing current situation, determining goals, identifying gaps, creating the strategy, determining the strategic objectives, determining the initiatives, and establishing measurement and management systems to track progress against the goals
- ✓ Provide career development training including: How to create a personal development plan, How to become a better leader, How to become a power presenter, How to manage up, How to run successful meetings and conference calls, and How to employ positive image management
- ✓ Better market their products and services to women

We work with **women business owners & women's associations** to:

- ✓ Create strategic business plans
- ✓ Market their products and services
- ✓ Improve their sales techniques
- ✓ Streamline their operations and develop their business
- ✓ Coach the business owner / association leaders
- ✓ Learn coaching techniques
- ✓ Establish mentoring programs
- ✓ Develop their websites

We work with **individuals** to:

- ✓ Provide career coaching and career planning
- ✓ Provide life coaching
- ✓ Develop their leadership capabilities
- ✓ Improve their personal image
- ✓ Create a personal development plan
- ✓ Improve their skills and overcome the issues and barriers they face in the workplace
- ✓ Develop improved work/life balance
- ✓ Develop presentations
- ✓ Prepare for internal company meetings, annual meetings, and various media events such as analyst briefings and television and newspaper interviews
- ✓ Transition back into the workforce after time off

Workplace Wisdom e-Reports

Tools and Insight to Improve Career Success

Lisa Quast's recently launched series of business white papers, *Workplace Wisdom*, are an expanding library of inexpensive and detailed articles that provide insight and advice on a variety of business and career-focused topics. Each paper features exhaustive insight into all aspects of the topic and a comprehensive appendix featuring useful templates and examples, from a well-written résumé to an exhaustive job search tracking tool.



Each Workplace Wisdom e-Report is available as a PDF download from the Career Woman, Inc. website's e-store, and will help any businessperson handle career situations with ease.

Topics covered include:

- ✓ Falling into the Résumé Abyss? Steps for Securing a First Job Interview
- ✓ Don't Let the Door Hit You in the Butt: Acing an Interview
- ✓ What They Don't Teach You in Business School: How to Run Successful Meetings and Conduct Effective Conference Calls
- ✓ 7 Ways for Women to Advance Their Careers
- ✓ 10 Key Attributes of a Successful Career Woman