

Interview: Lisa Quast, Author of *Your Career, Your Way! Personal Strategies to Achieve Your Career Aspirations*

By sue on Jun 17, 2011 with Comments 0

Book Title:

Your Career, Your Way! Personal Strategies to Achieve Your Career Aspirations

Website URL:

www.CareerWomanInc.com; <http://www.wing2wingproject.org/>

Social Media Links:

Twitter: <http://twitter.com/careerwomaninc>

Facebook: <http://facebook.com/careerwomaninc>

LinkedIn: <http://linkedin.com/in/lisaquast>



What is your book about?

"*Your Career, Your Way*" teaches women how to create a career strategic plan using easy-to-follow, step-by-step instructions. Readers experience the process by following two fictional characters (Cheryl & Mackenzie) 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, by career coaches with their coachees, 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.

What inspired you to write your book?

Many of the women I had been coaching and mentoring over the years suggested I turn my coaching sessions into a book so others could benefit from the exercises. They helped me realize that by writing a book, I would be able to help many more people than I could through just one-on-one coaching.

What inspired you to write your book?

Many of the women I had been coaching and mentoring over the years suggested I turn my coaching sessions into a book so others could benefit from the exercises. They helped me realize that by writing a book, I would be able to help many more people than I could through just one-on-one coaching.

How did you come to do what you're doing today?

I spent 20+ years climbing the career ladder in corporate America, succeeding in traditionally male dominated areas. Because of my success, women began approaching me for advice on how to improve their professional skills and advance their careers. I became a mentor to countless women and this led to HR representatives asking me to provide more formal career development training for larger groups of women.

Through this, I realized my passion in life was making a difference in the lives of other women by helping them achieve their career dreams, so I became a certified executive coach. I used my spare time to bring

women together from the companies where I worked to teach them how to create career development plans. I eventually left corporate America to start my own company, Career Woman, Inc., a Seattle-based international consulting company dedicated to the advancement of women in business. The three key areas of business consulting on which I focus are: Talent Development; Strategic Planning; and Marketing.

Can you describe a typical day in your life?

A typical day entails reviewing emails and blog comments that have come in from around the world while I slept, working one-on-one with coaching clients either in person or over the telephone, working on consulting projects, writing career blogs for my website or Forbes.com, and working on my next book.

Top 2011 Online Grants

Grant Funding May Be Available Go Back To School!
www.ClassesUSA.com

Career Coaching Program

1st life you change may be your own Download: Day in Life of a Coach
www.ICoachAcademy.com

Holistic Nutrition School

Join 10,000+ Creating a Nutrition Revolution & Earn Up To \$200/ hr!
IntegrativeNutrition.com

How Do I ?

Improve my Leadership Team? Optimize Executive Performance?
www.developinsights.com



AdChoices ▶

What do you most enjoy about what you do?

I like being able to go to bed each night knowing that I'm making a positive impact in the world by helping other women achieve their dreams.

Are there any people and/or books that have inspired you along your journey?

Absolutely! I actually love to read and you'll rarely catch me without a book nearby. Some of my favorite business or career oriented books are: *The 7 Habits of Highly Effective People*, by Stephen Covey; *People Styles at Work*, by Robert Bolton and Dorothy Grover Bolton; and, *Outliers: The Story of Success*, by Malcolm Gladwell.

Can you share some business tips for our readers?

When I was in college and just about to graduate, someone gave me good advice in three areas. Number one, they told me to treat others as they want to be treated, not as I want to be treated. Number two, they said always deliver and execute on your work commitments. And number three, they told me that whatever I choose to do in my career, always look two levels higher than where I'm at and dress like they dress. What great advice it turned out to be!

Can you share something that people might be surprised to learn about you?

After more than thirty years of battling mysterious illnesses no doctors had been able to explain, in November 2010, I was diagnosed with Lyme disease, three Lyme disease co-infections, and four other bacterial infections...all presumably from a tick bite back when I was around six years old. I am now going through the long and often difficult treatment for the diseases. I have good days and I have bad days; and sometimes I even have days where I feel absolutely horrible and don't want to get out of bed. But through it all, I'm thankful for the gift of life and for the support of all my family and friends.

Is there anything else you would like to add?

For the women reading this...always remember, the best accessories you can ever have are a well-educated brain, a sense of humor, and a smile!