

Book maps path to business career success

BY DAVID HAYES

It's funny now to think that Lisa Quast almost got in trouble in high school for being too successful.

As president of DECA, Quast ran the student store so successfully it regularly stole business from the school cafeteria during lunch.

"It was just a matter of giving the customer what they want," said Quast, now living in Kiahnatie.

She has parlayed that simple advice into her professional career. She's the founder and president of Career Woman Inc., an international career development consulting company. She drew upon her own career in business and personal experiences to help other women improve their careers and achieve their professional aspirations.

Quast is a study in firsts where her career took her — she was the first female service director at Medtronic Physi-Control, the first female service vice president at Philips Medical Systems, and is currently the first female executive vice president

and general manager of strategy planning for Philips.

Quast said the key to success is to approach your career like you would a résumé. A business looks at 100 résumés before boiling it down to 25 for a phone interview before picking five for a meeting in person.

"Look at it as what was it about those five résumés that made them stand out," Quast said. "You have to have that same can-do spirit."

"Think of yourself as a product," she added. "What can you do to continue to improve that product, to improve yourself?"

Quast compiled her years in the workforce with her qualifications as both a green belt in process improvement and as a certified coach executive to provide executive coaching and mentoring courses to businesses around the world.

Quast said the response to these courses was so positive, many students suggested she write it down in a book. She agreed, and the result is "Your Career, Your Way! Personal Strategies to Achieve Your Career Aspirations."

The book is essentially the



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Lisa Quast has found a perfect location within her Kiahnatie home to track world markets as they're closing in Europe and opening in Japan.

elements into her book.

"I wanted it, first, to be inspirational. That's why I start and end each chapter with an inspirational quote," she said.

She then kept the chapters short and summed them up at the end into strategic essentials. Those 10 essentials are listed at the end of the book as easy reference for the reader. There's space to take lots of notes and

answer questions along the way. The exercises in each chapter are designed to help the reader develop a proactive set of skills through both self-examination and goal setting.

Quast kept the workbook compact, unlike other career development books in hardback, for easy storage — say, in a travel bag.

The end result is a roadmap to help women manage their careers, rather than blindly going from one job to the next until getting lucky enough that one sticks.

Quast said sales have been brisk so far, putting her in the top 20 on Amazon.com's and Barnes & Noble's business sections.

Quast plans to convert her lecture series into a whole series of books, with each phase of the workshop becoming its own workbook.

"It should be akin to the Nancy Drew and Hardy Boys books," she said. "You buy the first, like it and end up buying the entire series. Then, it becomes a collection you purchase for your daughters or friends."

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