

## Press Information

Contact: Sonja Rothfuss  
Career Woman, Inc.  
Tel: +1 206 617 9147

September 8, 2006

### **Achieving career success requires more than luck, more than hard work – it requires a plan**

*Businesswoman authors book aimed at helping women achieve their career aspirations*

**Seattle, Washington – According to the Trends in Educational Equality of Girls and Women by the U.S. Department of Education, women currently have greater success than men in attending postsecondary education. Women also have higher aspirations than men while in school; they are more likely to enroll in college immediately after graduation from high school and complete degrees at higher rates than men. Further, more than half of all bachelor’s and master’s degrees are awarded to women. So why do so many women say they haven’t achieved their career aspirations yet?**

“So often as women, we experience very little encouragement to reach for our dreams or attempt the impossible. We may start as young girls who think we can take on the world and do or be anything we want, but somewhere along the way things change and we lose our resolve,” commented Lisa Quast, CEO of Career Woman, Inc. “I see so many women who have career dreams and incredible potential, but who are like a cork bobbing in a stream. They let the current float them along through their career when they could be taking control of their careers and steering themselves to destinations of their choice.”

In an effort to help women take control of their careers and achieve their career aspirations on their terms, Quast authored a business self-help book, *Your Career, Your Way: Personal Strategies to Achieve Your Career Aspirations*, focused solely on women and available in major bookstores in January 2007. Why focus on women? “I truly believe that women represent the future. According to the U.S. Department of Labor, Bureau of Labor Statistics, women currently represent 47 percent of the total U.S. labor force and will account for 55 percent of the increase in total labor force growth from 2002 – 2012. I believe women represent what will be the most exciting and incremental breakthrough in the world of business, assuming their hard won place beside their male counterparts.”

But assuming their place as business equals beside men won’t be easy. Women have been working for years to achieve parity in pay with their male counterparts, a goal that has not yet been achieved in the U.S. Quast believes that achieving career success requires more than luck, more than hard work – it requires a plan. “As a college student I felt that I could achieve anything and I graduated believing I could take on the world. Once I became immersed in the business world, the reality of my situation became painfully clear. My potential wasn’t being fully realized because I had been waiting for others to recognize my great work and promote me to higher challenges. I realized I could either remain a powerless passenger on a road to career obscurity or I could identify and take specific actions that would allow me to manage my career my way. I didn’t want to just survive in my career, I wanted to thrive,” stated Quast.

Most people think of strategic plans as something written for companies or for products. “Definitely!” exclaimed Quast. “But that doesn’t mean you can’t write a strategic plan for yourself. For years I had written strategic plans that created roadmaps for products, services and

businesses to be successful in the marketplace. That's when it finally dawned on me. Why couldn't I write my very own personal strategic plan, using myself as the product?"

Quast found that applying a business concept to herself resulted in promotions, assignments with greater visibility, higher pay, appreciation from management and increased respect and recognition from co-workers. Not bad at all. "The best part was that I ended up feeling great about myself and what I was accomplishing. All of this resulted because I knew what I wanted and had a strategic plan detailing all the steps of how I was going to achieve it. I was in control!" said Quast.

Quast then set her sights on using her personal strategic plan to help her achieve a long-standing career goal, to become the first female global Vice President in the service division at one of the largest medical companies in the world. She not only accomplished her goal, but was also tapped to head up the service consolidation of five global acquisitions after the parent company purchased and merged them into one division. Her success on these very large and very visible projects helped Quast earn her next promotion to Executive Vice President of Strategy Planning for the newly integrated \$5.9 billion dollar division. "Being successful at what you do is so much about defining your aspirations, determining your goals and creating a strategic plan you can implement. Well, that and always listening carefully, being open, honest and flexible, and earning the respect of your co-workers the hard way - by being the best person and employee you can be!" laughs Quast.

Personally and professionally Quast is definitely an example we can all follow when it comes to creating and implementing a strategic plan. She has been coaching and mentoring women on how to achieve their career aspirations for over a decade now and says it was mainly because so many women urged her to write a book, that the book became a reality. "The book was truly written from my heart. My personal goal was to provide a 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. I want to help women rediscover their wings and take flight. I've learned that it's o.k. to reach for the sky, that it's o.k. to take control of my career and my life. I've learned that it's o.k. to be female, ambitious and successful."

- ends -

### **About Lisa Quast**

Lisa Quast is the CEO of Career Woman, Inc. and has succeeded at business and in her career in areas that have been traditionally male dominated. She is recognized for the successful development of personnel and organizations, is a sought after speaker and executive coach, and in 2005, was named by the Puget Sound Business Journal as one of the top 40 under 40 business leaders in Seattle. The award honors top leaders under the age of 40 who work hard to drive the business community's future and demonstrate dynamic leadership and social responsibility. *Your Career, Your Way* is her first book.

### **About Career Woman, Inc.**

Career Woman, Inc. is an international consulting company dedicated to the growth and development of women. Career Woman, Inc. works with companies who are interested in better utilizing their untapped female talents and in unleashing the potential of women in their workforce. Career Woman, Inc. also works with individual women, helping them create personal career strategic plans, providing coaching and leadership development training, career planning services, personal image consulting, and helping women who are transitioning back into the workforce after time off.